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CANADIAN HOME ECONOMICS ASSOCIATION

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Volume 24, No. 1

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President's Message

Back Row left to right: Pat Towstyka, Judy Adamson, Dr. Margaret Arcus, Jane Brand. Front Row left to right: Louise Smith, Sandy Gargett. Absent: Marion Hartley, Lynda Colquhoun, Anne Gardiner.

Everyone seems to be interested in the family. Newspaper columns, articles in monthly magazines, TV specials, continuing education efforts in individual communities — these events and others indicate both an interest in and a concern for this institution we call the family. This interest and concern, of course, is not new to Home Economists. Service to families has always been one of the goals of our profession.

Currently there is more than just interest in and concern for families, however. Now we seem to know more about the family. As our Home Economics programs expand in the area of family studies, we are not only disseminating more knowledge about families and family living, but we are creating new knowledge with our research effort. Our efforts, along with those in other disciplines, are helping to build a more solid body of knowledge about families.

Recognition of these two — expanded interest and expanding knowledge — has led to the selection of Family Dynamics as the theme of the 1974 C.H.E.A. Pre-Convention Workshop. Our own interest may not need to be renewed, but as one of the helping professions serving families, we are continually challenged to keep abreast of the new knowledge which may help us to better serve them. To help meet this challenge, the Pre-Convention Workshop will focus on selected aspects of family interaction. Guest speakers have been invited to share some of the new findings of research and theory related to family interaction and set the stage for workshop experiences related to these ideas.

Dr. Margaret Arcus and her committee (picture above) are hard at work planning a program that will have widespread interest. We hope that many of you will be able to attend.

(Miss) Winifred J. Bracher,
President, C.H.E.A.

YOU'RE TEACHING NUTRITION, BUT ARE THEY LEARNING?

by
Richard K. Manoff,
President, Richard K. Manoff Inc., New York
Presented to members and guests,
Toronto Home Economics Association, 1973

Let me begin with my closing remarks: Nutrition Educators of the World, of Canada, come out of the kitchen, come out of the laboratory, you have been too long with the pots and pans, too long with the recipes and the food preparation tables, and too long with the test tubes and the bunsen burners. You have remained too long with the notion that things are as they always were and that the old ways are still valid. The action in Nutrition has moved to other arenas and you can no longer afford to continue doing business at the old stand.

Nutrition isn't quite what it used to be and nutrition education cannot be accomplished according to the old dicta and the old techniques.

When the Chicano, the Mexican-American of my country is denied the right to obtain food stamps to which his low income entitles him, that is not a political problem, it's a nutrition problem and it warrants the attention and the intervention of the nutritionist and the nutrition educator.

When the low income French Canadian family is unable to buy the foods essential to a balanced diet for the family, this is not a problem to be left to the economists and to the welfare people. This is a nutrition problem.

When, in my country, for example, the farmer is paid *not* to grow food, or when he grows food according to the economics of the marketplace and not in accordance with the nutritional imperatives of the population, these are not matters for the agricultural planners. They are your concern. They are nutritional problems.

When the Indian Farmer in the Punjab gives up his curd (his yogurt) and his chepati (wheatcake) in order to lunch on the more fashionable tea-and-biscuits of the middle class, this is a nutritional problem.

When young children in the poor areas of almost all countries of the world are infested with worms of one sort or another, this is a nutritional, not a medical problem.

When the children are smitten with chronic diarrhea because of poor sanitation or contaminated water, these are not problems for the health workers alone. They are nutrition concerns.

When hundreds of thousands of mothers give up breast-feeding too soon in favour of artificial milk which they can neither afford nor properly prepare nor store, this is again not merely a problem for the doctors and the economists. It's a nutrition problem.

When a food manufacturer undernutritions his products or overnutritions it, this is not merely a matter of marketing. It is a nutrition concern.

When the teenager makes a lunch of potato chips and a soft drink, when millions of people sit nightly in front of their television sets captivated by the endless flow of food advertising (to which I contribute), when this is going on and you are not part of it then *that* is a major nutrition problem and you had better get into the act.

Today the nutrition educator must intervene in all these areas of concern because every one of them vitally influences the nutritional status of your people. Now this is not new to you but I cannot get on with my remarks without reciting this litany. Unless we are of one mind on the need for total involvement of the nutrition profession in all these areas of nutrition concern, then my observations on the need for new techniques in nutrition education will not make much sense. This total involvement is essential because all is not well with nutrition and you and I know why. First, the traditional ways are not working as well as they should. In my country, for example, the federal budget for nutrition education for the U.S.D.A. an astonishingly low, 49 million dollars, and down to 48 million dollars for 1974. All of it is for agricultural extension services. Now I can think that about 20 million dollars of that sum, applied to television for nutrition educational purposes would make a major contribution to nutritional intelligence in my country. But my government is not inclined to such radical behavior.

Second, surveys show that the nutritional quality of diets may have declined in the past fifteen years despite the fact that we know more about nutrition, there are more professionals involved in the field and everyone seems to be working harder.

Third, we suspect that the people are not listening as hard to you as they are to others and that maybe they are eating to the rhythm of another drummer.

Fourth, we continue to struggle with the old content of nutrition education but it doesn't seem to fit the new foods that have exploded onto the marketplace in the last twenty years. In this connection, I should like to refer to that keystone of traditional nutrition education — the food groups. They offer us a fine example of how to cook up a compote of confusion.

Originally, when C. L. Hunt first introduced the food groups idea, it came in a five group model. During World War I the U.S.D.A. published a national wartime model of seven groups. After four years of that, the "basic seven" was found unfit for "popular nutrition education" and it was reduced to "the basic four."

Everyone has always had problems with food grouping systems in all countries of the world. Some countries actually use as many as four different group sizes. Some use different systems for different levels of education. Japan and Poland, each uses a three-group system except that in maternity and child welfare they use four. South Africa prefers "the basic four" except for low-income classes for which they add a fifth group comprising fats.

Italy's different ministries have different groups in use at the same time, but that sort of romantic individualism is to be expected from the Italians.

The number of groups all over the world varies from three to thirteen. Such disparity both between and within countries can only lead to confusion and preoccupation with form rather than content, with numbers rather than nutrition.

To go on, fifth, we are worried that nutrition as a motivation for food purchase and consumption has slipped seriously in favour of ease, convenience, taste and pleasure despite the growing sophistication of our society.

And, sixth, all of us are far from certain what we are to do about it. You have the feeling that there ought to be a national nutrition policy in Canada as there ought to be in my country, but you don't know how to go about this and how to influence that possibility. Instead of a nutritional policy there is a growing nutritional nihilism, a kind of laissez-faire in the nutrition marketplace. On the one hand are hundreds of thousands of people who are not well-off nutritionally because they are poor; on the other, millions are eating poorly even though they are well-off.

You feel that all of this is happening largely because of the powerful efforts of modern food marketers whose motives are not nutritionally instructed and against whom you feel incapable of mounting a counter-offensive. Perhaps you feel discouraged because you know that the number one force at their disposal but not at yours is television and the mass media, the key elements in modern food marketing schemes.

You may refer to it some other way or you may refer to it as someone did when I asked her tonight over dinner what the number one nutritional problem in Canada was. She thought it was the extent to which we are now consuming processed foods that deliver their calories without a balance of other essential nutrients. This is another way of describing the power of modern food marketing techniques and their primary tool, TV and the mass media.

Television is not an entertainment medium. It is a nutrition factor. The nutrition educator must become involved with television and she must understand why. Millions of people now exist physically on this side of the TV screen but do a lot of their living and spend much of their passion on the other side. TV is the focus of their lives, but in general what they are finding there is not contributing to an enriched understanding of their own lives and times. They have crossed over to lose themselves among the fantasies, the violence, the sports and the puppet-string people. Thought and meaning and reality, the substance of existence, are displaced by illusions and images. Because form supersedes substance, the quality of life style is degraded. Our foods become vehicles for taste and pleasure, first, and nutrition, only secondarily, if at all.

Now television doesn't have to be this way but it is and that is the deplorable fact. Not all of television is this way, but what isn't is so small a proportion of the whole as to make no meaningful difference in its overall influence. The amount of television that we consume leaves very little for much else. For example, in my country there are sixty million homes in the United States and 95% of them are equipped with a TV set which is on for more than seven hours a day in the average home. The figure for Canada is approximately the same. During the average weekday winter evening about half the people of my country and yours are in total surrender to their TV sets and the material it has to offer.

A friend tells me of a day-care centre in Atlanta where a newly-enrolled four-year-old child was discovered to have lost almost all contact with the real world. Apparently his constant companion from the very early days of his life had

been a television set, a kind of all day long baby-sitter. He could talk, this child could, but he could make no conversation. His vocabulary was television's vocabulary, his knowledge was of TV people and TV affairs. He could sing the jingles, repeat the ads and recite from all the electronic material on which he had been brought up. He had crossed over that screen and it may take years to bring him back. The average child from the age of two or three in the U.S. watches three hours of television after school each day and four hours a day on weekends for a total of 21-25 hours a week. This is more time than he will spend in elementary and high school combined. By the time he enters kindergarten he will have spent more hours with television and what it has to teach him than he will spend in college earning his bachelor's degree. By the time he is 65 he will have watched television for three thousand entire 24-hour days of his life or more than nine full years.

This is the media life and is it any wonder that while Media Man has so many problems to be concerned about, he has so little time and inclination to do anything about them. So it isn't surprising that social attitudes and practices, good or bad, are being established or dis-established via the mass media and primarily through television. No other means has the totality of impact whether in politics, life style, fashion or food.

All other means of communications in learning are not only dominated by the power of television but also radically changed by it. Our schools have been invaded by television, teachers are being replaced by television sets, subject matter comes more and more from the media and less from other sources. Thus we are destined to live more and more of our lives through TV, increasingly subject to its influence, expanded in our potentialities when that influence is progressive and diminished together with all our institutions when it is regressive. Now, an explorer from Mars seeking to judge our nature from the cultural product on our television screen would have to conclude that, in general, we must be a mindless race, given to extremes of frivolity and violence, deeply involved in a variety of athletic contests like hockey and football, but totally devoid of thought and philosophy. Being a rational man, this man from Mars would have to conclude that on the evidence of our preoccupation it must be that we are without concerns and problems and that, nutritionally, we are a miraculous people, surviving mainly on soft drinks, snacks, dried breakfast cereal and bottles and bottles of beer, all of which are urged on us in an endless and monotonous array.

Those of us engaged in the marketing of foods know that its growth has been utterly dependent on the development of television. We know that people do not make a mass market — the mass media do. We know that the grocery store is not the marketplace — television is. The marketing of food is done on the airwaves — neither the people nor the stores are the market — *the medium is the market.* This explains the astronomical food advertising expenditures. Of a total of eight billion dollars spent for commercial advertising on television and radio in the United States, more than two billion of it was spent on behalf of food products — $1 out of $4. The result is that the average American supermarket stocks as many as eight thousand different food items. More than half of them did not exist twenty years ago.

Television has proved itself the awesome instrument of this change and its more effective use has been made with the advertising technique.

Although there is much needless debate on the subject, the advertising technique is fundamentally an educational tool. The professional journals continue the debate — The Journal of Nutrition Education just two months ago — "What is advertising? Is it education, or is it information?" Who cares what the classification is when all that matters is the effects? For certain communications tasks there is no other technique that can match advertising's effectiveness. Among communications professionals, it is more accurately known as "the-reach-and-frequency-technique" because it enables a message to be delivered to vast audiences with a high frequency of repetition.

Now, where are these audiences? Well, obviously they are watching the sports programmes, or the soap operas, or the dramas or the variety shows, the programmes the advertiser seeks out for his one-minute or thirty-second commercial. They deliver the vast audience that he wants for his message and he merely interrupts the programme briefly to deliver it but not so long as to lose his audience. While this technique is so closely identified with the mass media, its basic psychological wisdom was known to all the great idea propagators of history.

When Jesus Christ trekked through the Holy Land on His crusade, He didn't walk off into the desert in aimless wandering. He followed the high traffic routes of His day. He went where the people were and when He stood on the mount in Galilee to deliver His sermon — it was where the roads crossed and the people gathered. When He delivered His message, He always made certain to leave the people with something to remember.

When Moses wanted to give the people laws, he didn't write lengthy books or engage in one-hour disquisitions. He developed ten simple statements — The Ten Commandments. Today's commercial advertiser is the latter day heir to this technique, though the level of his interest is somewhat less lofty. He finds where the people are. He purchases the right to a brief announcement and makes it at the selected time. He takes great care to design his message so it will perform its function properly: to capture the essence of the idea of his product in the most appealing presentation he can make. He appropriates enough money to repeat that process in as many of the popular programmes he can find that will deliver the target audience he seeks to persuade.

When a commercial advertiser, in the city of Toronto makes just one such announcement a day, and then repeats it, just once, in the prime evening hours, repeating the pattern seven days a week, those two announcements a day will have reached 52% of the homes in this television area an average of two times. At the end of four weeks he will have reached more than 80% of the homes more than five times. At the end of thirteen weeks he will have penetrated with his message to 91% of the homes more than seventeen times. This technique we call advertising has been usurped by the commercial community and is now identified with it. Advertising has become the *automation of selling.*

Now I make the plea that this technique is not exclusively the property of the commercial food processor — he has his job to do and the nutrition educator has

her job to do. This technique is also available to those who are *marketing nutrition.* Much of what is needed to be learned can be done through this technique. It is a kind of *para-educational* effort dealing with the many items of nutrition education that can be reduced to simple messages. Let me offer an analogy. I serve on a committee in Washington, an advisory committee on population affairs and last week we received a report from the Massachusetts General Hospital of services performed in family planning. We learned that 88% of the family planning caseload served through the university facilities was handled by para-medical workers who had received from 3-6 months training. Physicians were needed in only 12% of the cases. This is not unusual in other areas of medical care. Much of what we need in the way of health care can be provided by medical workers with a minimum degree of medical education.

The same is true in education. The National Reading Center in Washington is developing literacy programmes for an estimated 21 million people who are functionally illiterate and cannot meaningfully read the simple instructions that come with a new refrigerator or the operating instructions for a machine in a low-skilled job. The Center's main goal in such situations is to recruit people who can be trained in a few weeks to serve as reading tutors. These are not necessarily university graduates, but people with minimum education living in the same community and of the same socio-economic group as the functional illiterate. This is a typical educational problem, that does not require the services of fully trained pedagogues. It becomes clear that in certain key areas of education, we may be overtraining our professionals. The overall responsibility of a physician does not require the extensive training he must undertake to become licensed. It has been estimated by some in the medical profession that 80% of what the physician has to do, once he is a qualified and licensed physician does not require the total specialization and training to which he devotes so many years of his life.

Now I offer these analogies by way of saying that much of what we have to teach in nutrition can be done effectively with radio and television through the advertising technique. A fundamental problem in the use of this technique for our purposes is how to reduce the information to minimum length — maximum comprehension messages. In nutrition education, for example, it can be done quite simply, it seems to me, by applying the technique to the nutritional priorities of any country. In most countries of the world, the number one priority nutritional problem would be protein malnutrition or protein-calorie malnutrition. Thus the number one message in nutrition education would be a message for protein where adequate protein foods are available but are not being adequately consumed.

Countries like India have a tradition *not* to introduce solid foods to infants at six month. Mothers will wait until two years. The big incidence of malnutrition is in those vulnerable years . . . in the second and the third year of life. The common reason offered is that dhall (lentil), the popular protein vehicle food produces gas and diarrhea. But it is not the lentil but inadequate cooking and contamination of water that are to blame. Now, if India could possibly re-educate the women of India to boil water, to cook dhall properly, and to feed it to their infants, the

nutritionists of India believe it would make a major contribution to nutrition in that country.

The appropriate mass media message would inform the mother as to what protein is, why it is important to the health of her child and the locally available foods to find it in. Other messages could be designed for Vitamin A malnutrition, for iron deficiency anaemia, and for Vitamin C malnutrition.

We have developed such a campaign also for a statewide nutrition program in New Mexico . . . in Navajo, Spanish and English. There were six messages in all. One had to do with food stamps, a big problem in New Mexico. Another had to do with the school lunch programme.

Now, these messages are not perfect. They are the product of a committee, a nutritionists debate. Nothing is ever 100% perfect. All progress is incremental. If we can get this much done on the air it makes for constructive forward movement. In New Mexico, the latest report is that food stamp useage has broadened considerably and that every school now has a school lunch programme. That is progress.

Now, you can easily see how messages can be designed for other major nutritional problems such as the importance of breakfast — the emphasis on the importance of the consumption of fruits and vegetables and their nutrients, sanitation, breast feeding, etc.

In Santiago, Chile, there is a major campaign in competition with commercial milk. You may be aware that in the developing world, especially in the cities, the shift from breast feeding to the use of artificial milk has become a serious problem. The Chile campaign emphasizes the advantages of "Mama's milk." Now, even food manufacturers in the United States are beginning to respond to the need for more balanced presentation of food information on television. Miles Laboratories, a leading vitamin manufacturer, has made some animated films for television on five or six nutritional subjects selected by an outstanding nutritionist from the School of Nutrition at Harvard University. The Kellogg Company has put two commercials on the air that deal with breakfasts. Now none of these is perfect, but all of them represent forward steps in giving to television some of the balanced food information and nutrition education that the people have long deserved.

In all of this the *message* is the key component. Without the properly designed message little else matters. Being on television is simply not enough. It's the message that makes television effective and vice versa. For this reason it is vital that message design be approached with full regard for certain indispensable disciplines. The message should be tested. We dare not be casual nor capricious about it. Too often messages are designed with something less than serious dedication. A musician is called in and is asked to write a jingle set to pleasant music. Then everyone sits around to listen and to vote on whether he likes it or not, as though personal likes and dislikes have any relevance. The only people eligible to make that decision are members of the target audience, and it is with them that the message must be tested, according to well-established research

procedures. It requires professionals and many of them are willing to volunteer their services for social causes. My company has done this so many times. Recently we were asked by Planned Parenthood and by The Advertising Council to plan a national campaign on family planning. We did it voluntarily.

Now, designing and testing the message is one thing. Getting it on the air is yet another. In your country television time should be available to you without charge because it is operated by the government. In the United States it is entirely licensed to private interests. In both our countries there is the practice to provide time for public service campaigns, but nutrition education has never been among them. The result is that the only voice heard on television is the voice of the commercial advertiser and that produces an imbalance in what we learn. The food manufacturer has his job to do and he does it very well. He has become subject to criticism lately — and some of it unjustifiable. After all, there is nothing wrong with a potato chip. What's wrong is the excess to which it is being eaten. Now the food manufacturer cannot be expected to assume the burden of nutritional instruction for society, any more than the farmer can. The farmer doesn't grow food in accordance with nutritional imperatives. He grows food for the marketplace.

Now there is nothing wrong, as I say, with advertising a soft drink or a snack. What is wrong is the total absence of any advertising for fruits and vegetables, or for all the essential foods we need for nutritional balance. This means that nutrition education must become a major public service on television, not a one-time panel show here and a 20-minute film there, but an organized reach and frequency campaign designed to match the advertising impact of the soft drinks and the snacks and the other processed foods. And you who are concerned with the problem must be concerned with the effort. Television is the new tool of nutrition education — without it nutrition education will be doomed to despair. With it you have the power to make nutrition wisdom the common sense of society.

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July 1974. (1) Human Development and Family (2) Family Economics and Management. Ph.D. Undergraduate — graduate teaching, and research. Senior applicants may apply for the position of Department Head. Write to: University of Manitoba, Winnipeg, Manitoba, Canada, R3T 2N2.

ACTION ON POVERTY

Dr. Ann Harvey
University of Alberta

As Home Economists, we've always had as our aim, improving the way of life. Trouble is, we don't get much notice. Possibly we aren't appreciated because we don't achieve our aim. It is possible that we work so hard at what we're doing that we don't stop long enough to look at how it fits into the overall culture.

I think it's time to count more than threads per inch and start counting natives actively involved in each unit of our programmes.

It's time to stop pushing breakfasts down the throats of the over-stuffed middle class and start fighting for fair food prices in low income sections of the city and country.

Alberta pays higher social assistance benefits to its recipients than any other province ([1], p. 3). A review of the 1971 clothing allowances for an Alberta housewife on welfare reveal that she was allowed one summer dress at $8.98 every three years, two housedresses at $7.00 each a year, one afternoon suit at $13.98 every three years, one tailored or 2-piece knit suit at $21.98 every four years, seven pairs pantyhose or stockings at $1.00 each a year plus some other basic necessities ([1]. p. 340). Such a woman needs help in choosing that dress once every three years but more than that, she needs more government support so she has more resources in the first place.

The government seems to be such a big intangible mass. "It giveth to the rich and it taketh from the poor" Ian Adams[2] would say. The rich, of course, would say vice versa. But it's the poor who are absolutely dependent on the government giving and it's the gap between the government-giving and poor-receiving where we as home economists could help immeasurably and achieve self-actualization at the same time.

WHAT IS POVERTY?

Since we probably haven't read Dickens since high school (and that was in another century and country anyhow) we probably aren't very well acquainted with the poor. For those of us comfortably remote from decisions like a ski jacket for 12 year old Bob or a pair of boots for 10 year old Chris, but not both, permit me to review data from the Poverty Report.

One out of every four Canadians lives in poverty. Living in poverty has been defined by Statistics Canada as meaning

your family spends more than 70 per cent of its total income on food, clothing and shelter. This 70 per cent figure is obsolete for 1973. The average family is probably spending less than 50 per cent of its total income on food, clothing and shelter; therefore the 70% figure should be lowered accordingly. Cost of living adjustments may be made but this does not take into account the standard of living changes. Poverty is a relative state. Poverty has been defined by the Economic Council of Canada as "insufficient access to certain goods, services and conditions of life which are available to everyone else and have come to be accepted as basis to a decent, minimum standard of living." ([3], p. 1)

The Senate Committee on Poverty set their own poverty lines which are higher than the Statistics Canada levels but are still not generous.

Family Unit Size	Senate Committee Poverty Lines, 1969 $
1	2,140
2	3,570
3	4,290
4	5,000
5	5,710
6	6,430
7	7,140
10	9.290

Looking at the poverty line of $5,000 for a family of four for example is an indication of how low these lines are. Results of a survey in 1970 indicated that most Canadians considered $6,500 to be the minimum acceptable for a family of four. What percentage of Canadians are struggling below minimum incomes then? Well over 25 per cent.

But that does not mean one out of every four Canadians is on welfare. *Sixty* per cent of the poor are not on welfare at all. People in this sixty per cent include handicapped, aged, unemployed and working poor people.

Of the poor receiving social assistance in July, 1970, only *thirteen* per cent were unemployed. The "welfare bum" ethic is one big myth.

Persons (excluding dependents) Receiving Social Assistance July, 1970

Groups	Per Cent
Aged	9
Permanently Disabled or Ill	41
Female Heads of Families	26
Temporarily Disabled	8
Some Working Poor	3
Unemployed	13

([3], p. 31)

THE POOR AND US

Being eligible for social assistance is no matter of pride for anyone. Getting it is something else again. Do *you* know what social assistance is available in your center? Have you ever been to the offices where it's collected? Are you aware of potential social assistance your community could be tapping but is not? If we don't know, how can we expect a poverty-income person to know or how can we help him find out?

This could be our task then: to help poor Canadians get all the social assistance that is their due, to learn about every form of social assistance available (e.g. what do you know about the Canada Assistance Plan and how your province is or is not taking advantage of it) and to take the responsibility for making these forms of assistance accessible to those who need them.

This means pushing our way into existing action, working on a one-to-one basis with the individuals in local, provincial and federal governments to speed

implementation of programmes and to make suggestions for altering those programmes to make them more beneficial to the recipients. We must work with lawyers and businessmen because they have strong lobbies and have a record for bringing about government action that they support. We must learn about and work with the local social services and grass roots organizations in our communities. These groups are rife with enthusiastic, dedicated people who need clout to make their programmes more effective.

This also means learning to interact effectively with low-income people, being cognizant of their problems enough to earn trust. It means teachers who teach their students what social assistance is available and how to find and use it. It means taking extension programmes to the poor and adapting the services so that they are considered helpful. It means drastic extension of homemaker service programmes and that depends on increased government recognition in the form of money. It means developing new kinds of assistance to cover gaps in health delivery programmes.

Confrontation will be involved at every stage. We need a massive organization of our resources to get into step and to integrate our separate courages. This is a tremendous task — to take up the Poverty Report and its arch companion the Real Poverty Report and act on their findings. No group has taken this on and we are best suited to the task. Let us take pride in our training and mobilize it into a united attack on the structures that perpetuate poverty and the development of an action programme to improve significantly the lot of those who are poor.

References

1 Parnell, T. **Alternatives to Poverty and Welfare in Alberta** Edmonton Social Planning Council, 1973

2 I. Adams, W. Cameron, B. Hill, and P. Penz. **The Real Poverty Report.** M. G. Hurtig Ltd., Edmonton, 1971

3 **Poverty in Canada**, Report of the Special Senate Committee. Available from Information Canada. Ottawa, 1971

Attention C.H.E.A. Members . . .

The C.H.E.A. Nominating Committee invites nominations for the following, for the 1974-75 Executive:

Chairman of the Committee on College Clubs
Chairman of the Extension Committee
Chairman of the Committee on Family Life
Director for British Columbia
Director for Alberta
Director for Nova Scotia

Please submit nominations signed by 5 members of C.H.E.A. and accompanied by a letter of acceptance from the nominee by January 25, 1974, to

Miss Ruth G. MacIntosh, Nominating Chairman, C.H.E.A.,
Ontario Ministry of Agriculture and Food,
315 Raglan St. S., RENFREW, Ontario. K7V 1R6.

"MY PHILOSOPHY OF HOME ECONOMICS

By Patricia R. Thoen
Student at University of Saskatchewan

For four years now, the study of Home Economics has played a major part in my life. This paper is an attempt to pull together my collection of impressions of the field of Home Economics: where we have been, where we are now, and the directions in which we should be reaching out in our service to mankind.

Home Economics is an applied field of science. It draws on the findings of related disciplines, such as chemistry, sociology, biology, and economics, and applies their concepts and principles to everyday life. Because of its wide scope, I am not at all certain that Home Economics can be defined as a profession without being too general and too vague. Home Economics and its primary organization in Canada (CHEA) appear to be umbrella-like co-ordinating organizations that draw together individuals and groups with concerns relating to Home Economics. An example of a general definition of Home Economics is the official definition as put forward by CHEA:

> "Home Economics is the area of study that correlates the humanities and sciences concerned with food, clothing, shelter and human relations and their effective application in the family, community and world."[1]

While a definition of this nature may be important in describing to persons unfamiliar to the field just what Home Economics does deal with, I think that a personal working definition, defining specific aims, goals, values, personal philosophy and one's orientation to a specific area of interest is extremely valuable and much more useful. My personal working definition is as follows: Home Economics is an applied field directed toward the betterment of interpersonal family relations and to the provision of the opportunity for self-actualization of the individuals who form that family.

One of the first definitions of Home Economics was put forward at the Lake Placid Conferences which were held from 1899 to 1908. According to this definition:

> "Home Economics is the study of laws, conditions, principles, and ideals which are concerned on the one hand with man's immediate physical environment and on the other hand with his nature as a social being and is the study especially of the relationship between these two factors."[2]

At the time that this definition was written, little in the way of scientific principles and concepts was known about man's nature as a social being. The socio-behavioral aspects of the profession were just in the early stages of development, and hence could not be incorporated into the field. And since, in

the late nineteenth century, the physical sciences were most highly developed, much emphasis was placed on man's physical environment and his relationship to material goods and surroundings.

The time has come, in my estimation, for the socio-behavioral disciplines to be given a much greater priority in the field of Home Economics. We have developed to the point of distortion and overemphasis of the area of the physical sciences and disregarded, to a large extent, the humanistic core of man and his nature as a social being. The strength of Home Economics in the future lies in the application of behavioristic principles to improve the quality of human life.

An understanding of the inner nature of man is especially important in this age of change. Technological changes are occurring at a more rapid pace every day, every hour, every second. Man must come to a greater understanding of himself in order to cope with these changes in his life. In the words of Alvin Toffler:

> "To survive. . .the individual must become infinitely more adaptable and capable than ever before. . .he must understand in greater detail how the effects of acceleration penetrate his personal life, creep into his behavior and alter the quality of existence."[3]
>
> "What is needed is, a concentrated focus on the social and personal implications of the future, not merely on its technological characteristics."[4]

Home economists must develop a greater awareness of and sensitivity to the cultural changes that are taking place. We are in an ideal position to understand the effects that rapid change has on the family and to be active in suggesting and promoting the kinds of changes that will be required to meet these new needs. Home Economics should not be involved in maintaining the status quo but rather in questioning and transcending those limitations to higher levels of fulfillment and achievement for individuals and families.

The following questions posed by a Danish home economist present a call for action and increased involvement on the part of home economists.

> "Have we been too narrow in our viewpoints, or have we not been sufficiently awake? Consumer movements have been born on the background of the home economist's somewhat puritan outlook on life. I am afraid that home economists to a certain extent have isolated themselves with their own problems without understanding the relationship between these problems and society. I wonder if our 'image' in the population is what it ought to be. Are we considered wide-awake, public-spirited and progressive or reactionaries and superior?
>
> "Why do home economists partake so little in public debates on family policy, legislation, the part to be played by each of the sexes, housing, home-life and problems in the family as a whole?. . .we must be the nearest of all to be interested in introducing new things into the debate about these vital problems."[5]

One Canadian university that has been successful in keeping in touch with cultural and societal changes and the changing needs of individuals has been

the University of Guelph. In 1968, MacDonald Institute at Guelph undertook an extensive study of the present and future needs of home economists and as a result, made some significant changes in their programme.

The aims of the college, as laid out in the academic brief presented in June of 1968, are to provide a program based on a comprehensive understanding of families as they function within their own particular social setting and in the community, with emphasis on the study of the family as a social system.

As a result of the survey which was conducted, they found that employers, as well as recent graduates and faculty members felt there should be more emphasis placed on the non-manual skills related to family living, on developing a greater understanding of the sociological factors affecting families and their relationship to physical needs, and on the theories and skills of communication.

MacDonald Institute is now known as the College of Family and Consumer Studies and the programme is divided into two departments. The Department of Family Studies includes Human Nutrition, Child Studies, and Family Studies; and the Department of Consumer Studies covers Consumer Studies and Textiles.

Because the community is assuming increased responsibility for education, for family living and for supportive care of individuals at different stages of the family life cycle, employment opportunities for family studies graduates are growing at a rapid rate. At present, some of these opportunities include: structured programmes in elementary and secondary schools and in adult education programmes; the provision of direct service and counselling for individuals and families through community agencies; and consultation work with allied professional groups (i.e. social workers, and public health personnel).

At this point, it seems important to take a look at some of the concepts that are now in existence and in operation in the profession of Home Economics: symbolism, professionalism, and organization on various levels — local, provincial and national.

At present, symbolism in our profession is exemplified by the use of the Home Economics crest, the College Club ring, and a logo. It is my feeling that when one is dedicated to a particular ideal, purpose of goal, it is not necessary to have a symbol representing that purpose. For one thing, much energy is expended in discussions and arguments over what would be an appropriate symbol. Once this decision is reached, money is expended in the reproduction and distribution of the symbol — be it pin, letterhead or whatever. Confusion also arises. The communication of a thought or an idea (in this case, the definition of a profession) is difficult enough when using the written or spoken word alone. Adding an additional encoding and decoding step to the communication process, in the form of a symbol, makes communication even more complicated. The stroke of a pen and the color of ink mean different things to different people.

I see the use of a Home Economics symbol as an attempt to draw the different areas of Home Economics together and unify the profession; and I'm not at all certain that this is an important goal. Different major areas have dif-

ferent purposes and although these purposes may be directed toward the same end result (perhaps, in this case, the betterment of family life) the means for reaching the end result necessarily differ. While one should have a rudimentary knowledge of what advancements are being made in other areas, it is more important, in my estimation, to share your ideas and suggestions with those persons who share similar problems in your specific area.

In this sense, I believe that organizations such as CHEA are misdirecting their energies and efforts, to some degree. In concentrating on improving the image of home economists and unifying the profession, they are missing opportunities to provide for the sharing and pooling of ideas and information. The most important service that a national or an international organization could provide would be to act as a clearing house for the exchange of information and as a referral centre for information and for persons knowledgeable in different areas.

Professional journals are important sources of information, as they provide an effective means of keeping up with the newest developments in any particular area.

Conferences and journals are both excellent ways of maintaining a sense of professionalism among the people who are working within the field of Home Economics. A sense of professionalism can have both good and bad effects on a person's ability to accomplish as much as possible in his or her chosen area. In the sense that pride in our profession urges us on to provide the best services possible, professionalism is a helpful and nourishing concept. However when our professionalism takes precedence in our interaction with others, to the point where we refuse to acknowledge the importance of work that is being accomplished by persons working in para-professional and vocational areas, it becomes destructive. Each of us has his or her own contribution to make, and to belittle the contribution of those who may not have had the opportunity or the desire to become a 'professional' is to erect a barrier to progress.

Since Home Economics is primarily a women's field, at present, we must come to terms with our existence as women and with the problems that we will encounter upon entering the work force. We must acknowledge the reality of the discrimination and oppression that we will, in all probability, face at some point in our careers, become informed about and aware of the reasons for its existence and think through our own methods for confronting the problems as they arise.

We must also be aware of the oppression facing members of the male sex in their role-stereotypes. The following quotation is from an editorial that appeared in the Saskatoon Star Pheonix, and states both sides of the case for oppression.

> "Women's Liberation does not want women to be the same as men. Neither do they want to be 'feminine' in the traditional meaning of the word. . . Women, and men, should simply be allowed to be human. There are many women who are prevented from becoming doctors, lawyers, engineers. . . by the old prejudices of society. But there are also many men who are prevented from becoming kindergarten teachers, nurses, typists by the very same set of prejudices.

"There are differences between men and women, but there is also a common humanity we all share which is much more important than the differences."[6]

Since the nuclear family is the place where children are socialized in the way in which they relate to other people — both of their own sex and the opposite sex — home economists are in an ideal position, in their interaction with families, to confront and deal with human oppression at its source.

One woman who was well aware of the implications of being a woman and of the restrictions placed on a woman's freedom was Ellen Richards. Her aim was not to be one of the delicate little dolls or the silly fools who make up the bulk of American women, slaves to society and fashion, but rather to fight her way into a meaningful profession. Ellen Richards was the first woman to enter any strictly scientific school in the United States (the Massachusetts Institute of Technology). She was a woman of many interests, giving assistance to anyone who was in need, and especially to other women who were attempting to follow paths similar to her own. Mrs. Richards was instrumental in organizing the American Home Economics Association and in developing academic programs for the education of women in Domestic Science. She helped to set up a home-study correspondence course, was active in nutritional promotions, and encouraged the development of a questioning attitude as opposed to the blind acceptance of traditional ideals and concepts. Mrs. Richards was a very intense kind of person, creative and disciplined at the same time, with an intuitive sense of when was the appropriate time to introduce new ideas and to press for change. Her life and ideals may be summed up in the following quotation. According to Ellen Richards, Home Economics stands for:

"The ideal home life for today unhampered by traditions of the past.

"The utilization of all the resources of modern science to improve the home life.

"The freedom of the home from the dominance of things and their due subordination to ideals.

"The simplicity in material surroundings which will most free the spirit for the more important and permanent interests of the home and of society."[7]

Mrs. Richards was representative of a new breed of woman and a new breed of home economist in her time. Many of the ideals that she stood for and the principles that she lived by are still applicable today, but in her own words, we must be 'unhampered by traditions of the past'.

The home economist of the '70s must also be a new kind of woman. She must be an extremely sensitive person — sensitive not only to individual needs and effective ways of satisfying these needs — but also sensitive to the many rapid changes that are occurring on a much broader scale in our society and its longstanding institutions. The new home economist must be flexible, willing to listen and able to communicate effectively; she must be aware of the societal pressures being exerted on mankind as a whole, while still treating each person with whom she interacts as a unique individual — understanding and appreciating differences.

Home Economics in the '70s presents many challenges and problems. We must:

— provide leadership for the development of new community services
— educate the public in economic methods of consumption
— concentrate heavily on the search for solutions to urban problems
— help people to understand and utilize the existing social institutions to their best advantage
— help in the creation of new norms for parenthood and new sex roles
— develop a feeling for people and humanity in general that will enable us to overcome differences in backgrounds
— place a greater emphasis on the quality of interrelationships in all aspects of life
— be aware of and appreciate the diversity of life styles that is in existence, aiming ultimately for an understanding of people, their values and their resources.

Above all we must approach life in a creative and humanistic manner. With our knowledge, and the combination of the unique contributions that each of us has to make, we have the power to affect and improve one of the most, perhaps *the* most basic unit of our society — the family. Life, itself, is an honour and a privilege. We must treat it with respect and be gentle with ourselves and others.

1 W. Young, Lectures given in Home Economics 473A, The History and Philosophy of Home Economics.

2 American Home Economics Association, **The Field of Home Economics — What It Is**. p. 53.

3 Alvin Toffler, **Future Shock**. p. 35.

4 Alvin Toffler, **Future Shock**. p. 424.

5 Hanne Sondergard Madsen, **XIth International Congress on Home Economics Education**. pp. 20-21.

6 Halina Zaleski, **Saskatoon Star Pheonix**, March 1, p. 26.

7 W. Young, Lectures given in Home Economics 473A, The History and Philosophy of Home Economics.

UNIVERSITY OF WINDSOR

TEACHING POSITIONS

Additional faculty are required at the undergraduate level in the areas of (1) Foods and Nutrition; (2) Housing and Interior Design; (3) Family Relations and Home Management. Masters degree required. Experience preferred.

Rank and salary dependent on qualifications and experience.

Reply to: Miss Phyllis McDermott, Head, Home Economics Department, University of Windsor, Windsor, Ontario N9B 3P4.

Microwave cooking facts

Resource Centre

You've probably wanted to know more about microwave cooking — but didn't know who to ask! Now there's a central source of information, The Canadian Microwave Cooking Bureau, organized by: Amana, Canadian General Electric, Corning, Eaton's, GSW Appliances, Panasonic, Robin Hood Multi-Foods, Simpson-Sears, Toshiba. Following are basics about microwave cooking. In future issues of the Journal, C.M.C.B. will supply more technical information. Meanwhile, for more information write: Suzanne Martel, Canadian Microwave Cooking Bureau, Box 54, Station S, Toronto, Ont. M5M 4L6.

Microwave Cooking Popular

The popularity of microwave cooking is growing because it fits into modern life styles. The increasing number of working women, staggered meal times, singles setting up households, mobility, informal visiting patterns — these factors have created a demand for more convenient ways to cook. Over 1 million U.S. homes have microwave ovens. Over 7% of Japanese households have them. About 35,000 homes in Canada have them.

Fast Cooking

Microwaves are a form of radio frequency energy. A microwave oven is a type of "radio transmitter". But the energy has been harnessed to stay within the confines of the oven cavity and cook in about ¼ the time of conventional methods. A microwave oven needs no warm up time. The microwaves penetrate foods immediately to a depth of between 1-in. to 1½-ins. Molecules of moisture, fat, protein and sugar in the food absorb this energy and vibrate at an extremely rapid rate, producing heat. The heat penetrates to the rest of the food by conduction. Foods cooked in a microwave oven heat from the outside to the inside.

Time Setting Important

In cooking with microwaves, time is the only control variable. There is no temperature setting. Cooking time is related to the food's starting temperature, volume and density. Examples: food taken directly from a refrigerator takes a few seconds longer to cook; one baked potato takes 3½ to 4 minutes, three about 9 minutes; a 1½ lb. piece of meat takes longer to cook than a 1½ lb. banana bread.

Versatility

A microwave oven can do many cooking jobs normally done in a conventional oven or on a range surface: poaching fish or eggs; baking potatoes, cookies, cakes; roasting beef or turkey; frying bacon; steaming vegetables of all sorts. With microwaves, foods can be cooked, reheated and frozen foods defrosted in minutes. Teamed with a conventional range and a freezer a microwave oven can save considerable time. Many microwave oven owners broil or

barbecue steaks conventionally, freeze them and when they want one, quickly reconstitute it in the microwave oven. Casseroles can be cooked with microwaves or conventionally, frozen and reconstituted quickly with the microwave ovens.

Utensils & Containers

You can use a host of utensils and containers in a microwave oven. All sorts of paper items — napkins, towels, plates, cups, cartons with frozen foods or take-out items, freezer wrap, heavy cardboard from meat packages. Dishwasher-safe plastics, picnicware, hard plastic trays, bowls, etc. can also be used. And, of course, you can use glass, glass-ceramic and china. Cooking bags and boil-in-the-bag pouches can be used too. Metal utensils, containers and china with metal trim are not recommended for microwave oven use. This is because metal reflects microwaves away from the food preventing it from cooking. However, in some cases aluminum foil, very shallow metal trays used in frozen food packages and skewers may be used. Aluminum foil, for example, can be used to cover the ends of chicken legs to slow down the cooking in relation to thicker parts of the bird. But not necessarily in every microwave oven. In some cases even a small amount of metal may result in loss of efficiency or damage to a microwave oven.

Adaptable

Countertop microwave ovens operate from 110-120 volt 15 amp grounded outlets. They can be used in the kitchen or at the cottage, as a portable or a built-in unit; portable uses include patio, poolside, dockside. Heat is contained in the oven cavity so the kitchen stays cool. Often the utensil the food is in will not get very hot although the food does. The possibility of burnt fingers is substantially reduced. And a microwave oven is a much more efficient user of energy, compared to a conventional oven.

Safety

Microwave ovens have been called the safest appliance one can have in the kitchen. Microwave ovens sold by members of the C.M.C.B. are CSA approved, listed with UL in the U.S. and meet the U.S. Government safety standards — the most stringent in the world. The Canadian Government is soon to issue safety standards. These are expected to be similar to the U.S. standards. These require that ovens be designed with a system of as many as three safety interlocks to prevent the oven operating when the door is open. Any one of the interlocks can turn off the oven when the door is open. When an oven is operating, the possibility of energy leaving the cavity is minimal. The amount of energy emission is regulated by the U.S. safety standard. The Journal of the American Medical Association (March 8, 1971) had this to say about this standard: it "limits levels of typical exposure in normal use to approximately 1/10,000 the level known to cause harm to humans."

CLOTHING STUDIES ASSOCIATION OF CANADA

ASSOCIATION CANADIENNE POUR LA PROMOTION DES SCIENCES ET DE L'ART DU VETEMENT

by Dr. V. Lefebvre
Associate professor
School of Household Economics
University of Alberta

The purpose of the newly formed Clothing Studies Association of Canada is to encourage the growth of studies of clothing. To this end, the Association will strive to facilitate professional communications among individuals whose work involves the conducting or utilization of research and development in the clothing field. Members of the present executive are: R. Hastie (University of Manitoba), president; A. Kernaleguen (University of Alberta), vice-president; N. Fetterman (University of Alberta), secretary; E. Shannon (University of Manitoba), treasurer. Though present membership is drawn mainly from post-secondary institutions, there is also representation from extension and secondary education.

Annual meetings are designed to provide a forum for presentation of research and other information pertinent to the membership. Speakers at the 1973 Annual meeting held at Kingston, Ontario, were: Mrs. Lissa Taylor, Fashion Director, Department of Industry, Trade and Commerce, Ottawa and Mr. Chris Kuzik, Executive Director, Apparel Manufacturers Association of Ontario. It is hoped that through the Association clothing studies may become a more viable part of retailing, manufacturing and social services.

Those interested in this area of study are invited to join the Association. Memberships are ten dollars per year. Individuals and Institutions wishing to support the new Association may obtain application forms from:

Mrs. Elizabeth Shannon
Department of Clothing and Textiles
Faculty of Home Economics
Winnipeg, Manitoba R3T 2N2

par Soeur Pierrette Delisle, professeur
Département de Diététique
Faculté des Sciences de l'Agriculture
et de l'Alimentation
Université Laval

Le but de la nouvelle association canadienne est de promouvoir les sciences et les arts se rapportant au vêtement. Dans cette optique-l'Association se propose de faciliter les communications entre les professionnels du vêtement dont le rôle comprend soit la poursuite, soit l'utilisation de la recherche dans ce domaine. Les membres du Conseil exécutif actuel sont: R. Hastié (Université du Manitoba), président; A. Kernaleguen (Université de l'Alberta), vice-présidente; N. Fetterman (Université de l'Alberta), secrétaire; E. Shannon (Université du Manitoba), trésorière. Bien que la majeure partie des membres actuels proviennent des institutions d'enseignement de niveau post-secondaire, le groupe comprend aussi quelques représentants de l'éducation permanente et secondaire.

Des rencontres annuelles sont prévues pour favoriser la transmission des résultats de recherche et des autres informations pertinentes à l'Association. Les conférenciers invités à la rencontre 1973 qui s'est tenue à Kingston, Ontario, étaient: Mme Lissa Taylor, directrice de la Section de la mode du Département de l'industrie et du commerce à Ottawa et M. Chris Kuzik, directeur exécutif de l'Association des Manufacturiers de vêtements de l'Ontario. On souhaite que, par cette Association, les recherches dans le domaine de l'habillement puissent être utiles à la fois aux manufacturiers, aux détaillants, aux éducateurs et aux consommateurs.

Les personnes (ou les groupes) intéressés aux objectifs de l'Association ou qui désirent encourager cette nouvelle Association nationale peuvent se procurer des formules de demande d'adhésion à l'adresse suivante:

Mrs. Elizabeth Shannon
Department of Clothing and Textiles
Faculty of Home Economics
Winnipeg, Manitoba R3T 2N2

Cotisation annuelle: $10.00

University of Guelph

Dr. Janet Wardlaw will be on one-year leave of absence in 1974, before beginning her second five-year term as Dean of the College of Family and Consumer Studies. In her absence, Dr. Richard Vosburgh will be acting Dean and Dr. Elizabeth Gullett will be acting chairman of the Department of Consumer Studies.

Bishop Workshop — July 1974, Calgary

The Calgary Home Economics Association is sponsoring a workshop — Advanced Bishop Fitting and Tailoring II from July 15-26th in Calgary. The instructor is Kitty Rotruck, the prerequisite is the Basic Bishop Workshop by Kitty Rotruck.

For further information, please contact —

Calgary Home Economics Association,
Mrs. Barbar Nattress,
844 Lake Ontario Drive, S.E.,
Calgary, Alberta T2J 3K1.

What Can YOU Do for C.H.E.A.?

New Members are urgently needed to help our association survive. Talk about C.H.E.A. with your fellow workers — encourage non-members to join. Help make this a national association for ALL home economics graduates.

METRIC CONVERSION

C.H.E.A. has the opportunity to participate in the development of plans by the METRIC COMMISSION in Ottawa for metric conversion.

Your C.H.E.A. Metric Conversion Committee has been working very hard to develop a program of research and communications to further the education of its own members as well as consumers toward metric conversion.

This article is the first of a series your committee plans to publish in the Journal to keep members informed and up to date. Article reprints will be made available.

The following brief was submitted by your C.H.E.A. Metric Conversion Committee to the METRIC COMMISSION together with a statement of the aims of C.H.E.A. and an occupational breakdown of the C.H.E.A. membership as of October 1972.

C.H.E.A. PROPOSED ROLE IN METRIC CONVERSION

As a consumer oriented profession which heartily endorses metric conversion in Canada, C.H.E.A. proposes two main thrusts, namely research and communications, in furthering metric conversion programmes. To develop recommendations to forward to Steering Committee 9 we are pursuing the following action plans. However, as we see it, our role on the C.H.E.A. Sector Committee is a dual one. It is as necessary to keep our members informed of the Metric Commission's plans and to provide feedback as it is to forward pertinent guidelines and recommendations to the commission.

C.H.E.A. Research Programme

(a) Comparison Study of mass and volume metric measure techniques. e.g.

dry ingredients in recipes.

(b) Investigation of pre-measured food sizes in relation to utilization in recipes. e.g. gelatin, yeast and cooking chocolate.

(c) Study to develop guidelines for recipe conversion.

(d) Study to develop guidelines for metric equivalents for bedding, other linens, and household furnishings.

C.H.E.A. Membership Information Programme

(a) To publish articles in the Canadian Home Economics Association Journal, our professional journal, on metric system as it applies to: household equipment, clothing, textiles, furniture, food, packaging, in order to keep C.H.E.A. members informed.

Reprints to be made available.

(b) To hold a Metric Conversion Workshop at the Biennial C.H.E.A. Convention, Vancouver, B.C., in July 1974.

(c) Collect and display selected resource materials and prepare a list for distribution. This to include both educational materials and names of suppliers of metric measures.

Consumer Communications Programme

(a) Speakers Bureau

(b) Publicity/information through media contacts

(c) Develop audio-visual aids.

The following is a list of the members of the C.H.E.A. Metric Conversion Committee:

Chairman:
Miss Wendy Sanford
Corning Glass Works of Canada Limited, Toronto

Miss Stephanie Blackstone
Health Protection Branch, Toronto

Miss Sally Henry
Maple Leaf Mills Limited, Toronto

Mrs. Kay Hodgins
Consumer and Corporate Affairs, Toronto

Mrs. M. Humphries
Seneca College, Toronto

Miss Isabelle Morrison
Ontario Ministry of Education, London

Mrs. Jane Simms
The Consumers' Gas Company, Toronto

NUTRITION CANADA NATIONAL SURVEY REPORT

On November 6, 1973, National Health and Welfare Minister, Marc Lalonde, tabled in the House of Commons, the first report of the Nutrition Canada National Survey. The major findings of this report are:

- — a large proportion of Canadian adults are overweight;
- — iron deficiency in large numbers of Canadians of all ages;
- — protein deficiency in some pregnant women and some children;
- — shortage of calcium and vitamin D in the diet of many infants, children and adolescents;
- — some evidence of vitamin C deficiency in Eskimos and, to a lesser extent, among Indians.

The first report of the National Survey is the result of more than three years of research, implementation and analysis. Further reports containing data for individual provinces, as well as special reports for Indians and Eskimos, are expected to be available next Spring.

Along with identifying major nutritional problems, the report suggests priorities on which government and

concerned groups should base their future action. These priorities involve:

— strengthening the government regulatory role in ensuring that the Canadian food supply is nutritionally adequate;
— developing effective programmes by government and industry to inform and motivate the Canadian public to realize the value of nutrition;
— placing adequate emphasis in nutrition education programmes regarding the concerns and vulnerability of certain segments of the population;
— emphasizing responsibility of the individual in adopting sound eating habits;
— gearing the training of health professionals to meet the nutritional needs of society;
— developing systems for monitoring and surveillance of the nutritional health of Canadians.

Copies of the Nutrition Canada National Survey Report are available to the public from Information Canada bookstores and can also be ordered by writing to Information Canada, 171 Slater Street, Ottawa, Ontario K1A 0S9. Cost of the report is $2.75.

From release by Health & Welfare — Canada.

CONVENTION '74
Alberta
Home Economics Association

COMMUNIC—ACTION That's the theme of the 1974 Convention of the Alberta Home Economics Association. Home Economists will have plenty of opportunity to *communicate* with each other and to hear and to generate new ideas for *action* programs in home economics.

☆ *Preparing the Consumer for Metric Conversion* is a concern to home economists. Changing to the metric system is a slow process, frightening to some and challenging and exciting to others. Home economists as agents of change, must launch extensive and intensive educational programs on metrication.

☆ *The Swinging Seventies* will focus on the senior citizen in society. How can we as individuals and as home economists contribute to meeting their needs? How can we begin to prepare ourselves for the later years?

☆ *Obesity — The Relationship Between Obesity, Nutrition and Activity* Findings of the Nutrition Canada Survey confirm that obesity is becoming a problem for increasing numbers of Canadians. How can we, as home economists, respond to this concern? In addition to the presentation and discussion, there will be a display of innovative materials for teaching nutrition.

☆ *Communication Through Clothing* has been the subject of recent research. Findings of this research into physical appearance — clothing, posture and grooming, will be presented. What implications will this information have for home economists both as individuals and as educators? Attend and learn more about this dimension of clothing.

These four sessions will run concurrently with each being presented three times. This means that you will be able to attend and participate in three of the four subject area sessions.

There's something for everyone plus more! Additional Convention program information will be available later.

Come to COMMUNIC—ACTION in Calgary, April 18 and 19, 1974 at the Palliser Hotel.

GATEWAYS L'HORIZON

CANADIAN HOME ECONOMICS ASSOCIATION CONVENTION '74, VANCOUVER

JULY 7th - 11th, 1974

Hotel Vancouver — Vancouver, B.C.

IT'S ALL HAPPENING ON THE WEST COAST IN '74

In the last issue, we hope you read about Gateway '74 — L'Horizon and some of the early Convention plans. Watch for a more complete outline of programme plans in the next issue.

Plan now to continue your vacation with the Convention. After you visit Vancouver, you may want to take advantage of additional travel opportunities. Some of the exciting alternatives are:

- Hawaii
- Alaska
- Canadian Rockies
- Vancouver Island
- Okanagan

"B.C.-ing" You

1974 C.H.E.A.

PRE-CONVENTION WORKSHOP

JULY 3-5, 1974

VICTORIA, BRITISH COLUMBIA

FAMILY DYNAMICS

GUEST SPEAKERS
AND DISCUSSION ON

- **FAMILY COMMUNICATION**
- **HUMAN SEXUALITY**
- **MORAL DEVELOPMENT**

ADDITIONAL INFORMATION IN FORTHCOMING C.H.E.J. ISSUES OR WRITE:

MRS. JUDY ADAMSON
NEW WESTMINSTER SECONDARY SCHOOL
835 - 8th STREET
NEW WESTMINSTER, B.C.

Abstracts of Current Literature

Prepared by the staff of The School of Home Economics, University of British Columbia.

Urban Middle-Class Life Styles In Transition

P. J. Miller and G. Sjoberg.
1973.
The Journal of Applied Behavioral Science, 9:144-162

The researcher's purpose is to clarify theoretical issues regarding life styles, and the importance is noted: "A life style of a group denotes a crucial link between individuals and the broader social order and affects the manner in which persons adjust to sociocultural change and attain meaning in life".

The theoretical and historical context is reviewed, against which the breaking up of middle-class life styles and the emergence of new ones must be viewed. Changes, mainly structural, in the American society are outlined. These changes have been stimulated and supported by marked changes in values and beliefs in middle-class sectors, whose youth protest activities during the 1960s led to accepting patterns formerly associated with the Bohemian and lower-class sectors: drug cultures, rise of "flower children", the hippie movement, and an alternative social order. Divergence is seen in the numerous dropouts from the traditional middle-class life styles as "street people" or members of communes, depreciation of conspicuous consumption, and the Women's Liberation Movement, affecting the role of the middle-class female and challenging traditional forms of family life and other aspects of life style.

The research indicated that many people self-identified as members of the alternative society have a distinct commitment to creating new kinds of life styles versus merely rejecting the traditional ones. "Life style" refers to "the nature and interrelationships of certain basic activities — leisure, work, and kinship-friendship — that actors carry out within a particular ecological setting," and a "social triangle" is conceptualized with one basic activity at each apex.

Comparisons were drawn between "straights" (relatively "traditional" members of the middle class) and "nonstraights" (persons who adhere to the alternative society). The nonstraights' criticisms of existing life ways underlie their efforts to restructure the nature of the social triangle by experimenting with divergent ways of living. The straights are also critical but favored a restrengthening of the traditional nuclear family unit. They, also, were critical of the work and leisure components of the social triangle but, unlike the nonstraights, they fail to take action to alter the situation.

Between the straights and nonstraights a difference is apparent regarding the interrelationships of the basic activities: a segmented vs. a unified world view. The straights tend to maintain separation between life activities whereas the nonstraights are attempting to create a more meaningful world by uniting the three elements formerly separated.

Through the framework of the social triangle, life styles additional to straights and nonstraights were identified. Two dimensions of middle-class life styles — the nature (traditional and non-traditional) and the form (segmented or unified) — can be a basis for working toward middle-class life style classification.

The emerging postindustrial order and the concomitant social and cultural changes make possible a wider range of life styles than in the past. Four implications were seen. 1) The alternative society's impact upon urban communities is likely to be greater than the present number of adherents suggests. 2) The new life styles are beginning to restructure the urban community in America. In striving to unify their basic activities, nonstraights must organize themselves ecologically in a manner that challenges many unsympathetic elements of the community, thus the possibility of their entering the political arena towards which many are skeptical or hostile. 3) For large-scale organizations, questions arise as to the "fit" with the realities of the present day, e.g. Census Bureau's categories for data, the school system, legislators and government agencies in devising urban policy. 4) Almost all people in differing life styles are searching for a sense of community. Although variously defined by different subgroups, this quest for community represents one common basis for working out an adjustment in urban centers of the future.

Resurgence of Wovens

Editors
Spring/Summer 1973
American Fabrics, 97

The boom in knits is apparently receding. From 1968 to the third quarter of 1972, woven yardage in cotton, woolens, and worsted and manmades declined. From 1968 to 1971 woven yardage was down nearly two billion linear yards. The consumer had been expecting knits to solve many of their easy-care expectations, and have been considerably disappointed. Now we learn that woven fabrics have resurfaced. Several reasons have been suggested. For men's suits, doubleknits do not "lay up" or tailor as easily and quickly as wovens. Wovens do not sag and bag. They also seem to appeal more to the traditional "male eye and taste". In womenswear, knits have had a sameness about them. Technical fabric defects in knits have been a grave offender. In addition, wovens have had an unlimited capacity for variation in styling.

Even with these defects, knits still offered the consumer comfort in their ability to stretch. When wovens did reappear, they brought with them 10 to 15 percent stretch, often in two directions. The woven revival can be attributed more to stretch than to any other factor.

The article points out, that a small but significant factor in the resurgence of wovens, is the current idea of the return to nature. Wool and cotton have always been associated with wovens. The woven look that is most conventional today is the tweed suit, and that of course is "both natural and woven". The main fashion fabrics suggested are checks, corduroy, denim, donegal, gingham, plaid and tweed. These fabrics helped to bring wovens back to prominence since they complement the present youth-oriented American look.

Who Are They? The New Vegetarians.

J. T. Dwyer, L. D. V. H. Mayer,
R. F. Kandel, and J. Mayer

1973 Journal of American Dietetic Association, 62:5, 503-509.

The authors point out that the word "vegetarian" describes a person who abstains from the consumption of meat, fowl and fish as food, with or without additional proscriptions on eggs and/or dairy foods. Voluntary vegetarianism in environments in which animal products are readily available is not a new concept. Vegetarianism has been practiced in American society among a small proportion of the population for a long time; however, in the past few years, there has been a seemingly marked increase in it popularity, in conjunction with the rise of the "health" or "natural" foods movement.

This study included 100 young American adults (thirty-five years of age or younger) living in various settings in a large northeastern city. Diet and related aspects of life style were studied by means of interviews, dietary histories, and questionnaires. The study population consisted entirely of volunteers. The subjects reported a wide spectrum of avoidances, both in animal and other foods. Almost all of the subjects weighed less than their highest adult weights. Weight loss was greater among men with extreme animal food avoidance patterns and greatest among those classified as extensive dual avoiders (extensive avoiders in both animal and non-animal categories). The great variations among subjects suggest that the "new" vegetarians comprise several diverse groups, ranging from semi-vegetarians who avoid only a few animal foods to vegetarians who have bizarre proscriptions against a variety of non-animal foods, such as cooked foods or cereal products, in addition to their avoidance of all animal foods. While present behavior was abstemious, many of the subjects revealed during personal interviews that drug use has been a factor in their espousal of vegetarian diets. About half of the subjects stated that they followed the specific dietary teachings of various "lay" experts.

The Role of the Heartbeat in the Relations Between Mother and Infant.
L. Salk.
1973.
Scientific American, 228:24-29.

The reported investigations arose from the question: could "close to a mother's heart" have a basis in behavior and represent a psychobiological process?

In investigating mothers' behavior when presented with her newborn baby, a strong tendency was found for left-side holding (83 per cent of 255 right-handed and 78 per cent of left-handed mothers). These findings support studies by Weiland and by Weiland and Sperver where left-side preference is identified.

In examining 466 works of art depicting mother and child, 80 per cent showed the child held to the left. Similar findings emerged from study of artistic representations from various cultures.

A contrary trend was observed in the follow-up clinic for premature infants: an unusually large number of mothers held their baby on the right. A suggested reason is the common factor of immediate separation of mother and infant following birth. A large scale study was undertaken to determine if prolonged postpartum separation affects the mother's response to the baby. Some infants were separated because premature, but other full-term babies for medical reasons.

The findings strikingly confirmed the earlier observations. It was concluded that prolonged postpartum separation does alter the mother's response to her baby, that the time immediately after birth is a critical period during which the

stimulus of holding the infant releases a certain maternal response, and that the process may somewhat resemble imprinting in birds and mammals. The data further indicated that mothers in the experimental group who had previously had another infant with whom there had been early contact tended to hold their new baby on the left side. The mothers of firstborns, however, actually showed a right-side preference.

Next the length of postpartum separation was examined. The results indicate that the length of separation does not greatly affect maternal response and that the critical period for establishing left-side holding preference in mothers is the first 24 hours after birth. The data indicated that it was post partum separation for any reason and not prematurity *per se* that affected the holding response. It is suggested that some physiological mechanism may increase mothers' sensitivity shortly after childbirth and the holding response is stimulated by contact with the infant.

Left-side holding places the infant near the mother's heart; it is suggested that the maternal heartbeat, related to the fetal nervous system, occupies a place of primacy and constancy and may be associated with a feeling of well-being. The prenatal sensory experience may explain, from a psychobiological viewpoint, the universal appeal of music with its rhythmic beat.

To examine if the maternal tendency to hold infants near the heart is congruent with their need, a further experiment was set up. Infants were placed in a nursery immediately after birth and, except for maternal feeding, were kept there four days and exposed continuously to the recorded normal human heartbeat. A control group was monitored without exposing them to the heartbeat sounds. Findings are: weight gain and less crying in the experimental group, but no significant difference in food intake between the two groups. Since food intake was the same, the weight gain was attributed to decreased crying.

The survival value of biological tendencies in living organisms is noted, and that in nature the interaction between two organisms involves mutual satisfaction. Left-side holding of the infant appears to provide satisfaction for both infant and mother.

Nutrient Standard Menus

J. M. Harper and G. R. Jansen
1973
Food Technology, 27: 48-52

Some methods of planning menus to meet standards of nutrient content based on recommended dietary allowances are described.

The disadvantages of menu planning based on food groups, (e.g. U.S. Basic Four) concept are pointed out. This concept was useful in the past, but now there are factors, such as availability of computers and nutrient labelling of foods facilitating menu planning based on nutrient standards.

Planning nutrient standard menus (NSM) involves summing of the nutrients provided by each menu item. Nutrients included in the standard will vary with the population group to which the standard applies. For the general population, usually if the standard for six to twelve nutrients is met, the diet will likely meet all nutrient requirements. Information necessary for calculating the nutrient content of menu items is obtained from standard tables of food composition (e.g. USDA Handbook No. 8) and from package labels. Where necessary, nutrient loss in food preparation must be taken into account.

The method of NSM planning must minimize hand calculation, be simple to use, and easy to visualize.

Three methods are described:

1) Computer method. Menus are prepared from a large number of precoded recipes so as to give total nutrients to meet the standards. Inasmuch as this method requires a large digital computer system, its use is limited.
2) Abacus method, developed by the authors for use in the National School Lunch Program, and being tested nationally in 60 schools. This method is based on the use of a specific file of recipes whose nutrient contribution has been pre-calculated. An abacus-like device sums the nutrients in each menu in terms of bead units, with each bead representing 10% of the meal standard for that nutrient. Each of the nutrients included is represented by a row of beads of a specific color. In summing the nutrients, the beads are simply moved from left to right. When ten beads have been so moved the standard for the nutrient has been met. The authors suggest this method as a good tool for nutrition education, and a way of making nutrient labelling information relevant to the consumer.
3) Group method in which common menu items are sorted into groups having similar nutrient content. Although in principle this is similar to the Basic Four, it requires many more groups, from 40-100, the number depending on the importance of variability of different nutrients within the groups. This method is suggested as particularly applicable for hospital use in planning special diets.

Other methods are possible. The authors suggest that small inexpensive electronic computers will become increasingly useful in menu planning.

GERTRUDE KABLE

Gertrude Kable, Manager of Checkerboard Kitchens, Consumer Service for Ralston Purina Company died in St. Louis, Missouri on October 1973.

Miss Kable was a graduate of Iowa State University and in 1971 received an award as an outstanding Home Economics graduate at the University's centennial anniversary. Miss Kable was active in many American professional organizations and was also a member of the Canadian Dietetic Association, and Canadian Home Economics Association.

By MARJORIE ELWOOD

Cyanide

Apricots are an excellent food when the pulp or pulp and skin are eaten in the usual way. But when the "health food faddists" eat apricot pits, the effects are quite different. The New York Times reported that a Los Angeles couple who ate a puree made from thirty apricot pits were hospitalized with abdominal discomfort, rapid heart beat, dizziness, headache and impaired vision. Apricot pits contain a chemical that the body converts into cyanide.

No Green Cheese on the Moon

Dr. W. H. Sebrell of Columbia University was asked to comment on the suggestion that there should be research to prove that vitamin C does not cure a cold; that the Atkins diet does not work and that not everybody needs to take a vitamin every day. He replied that if researchers are going to spend time proving negatives then maybe they should start by proving that no part of the moon is made of green cheese.

What researcher wants to spend his life merely disproving a variety of "nutty" assertions? Besides, who believes scientific proof as against a new, no-sweat way of curing everything?

The Malnutrition Problem

Malnutrition is not a medical failure but an educational failure according to J. S. Sinacore and G. Harrison of the Bureau of School Health Education, Albany, N.Y.

Kitchen Organizers

Rubbermaid has three new "organizers" that are the answer to hard-to-store equipment — brooms and mops, ironing board, and vacuum accessories. The broom and mop holder which fastens on the back of a door is 13½" wide, 2¾" deep and 10" high. It has vinyl coated hooks for mops and broom as well as space for the dust pan and whisk. The ironing organizer holds the ironing board and also has compartments for an iron, spray starch and sprinkler bottle. It is 12½" by 3¼" by 11". Hard-to-store sweeper hose, cleaning heads, extension tubes and extra vacuum bags can all be conveniently stored in the vacuum organizer.

All three of these space saver devices are available wherever houseware is sold, in an attractive sand colour at a suggested price each of $2.95.

A Sharp Idea

The Dole people have made available a specially designed pineapple knife to make the preparation of fresh pineapple easier. It has a stainless steel double

serrated curved blade (for either left or right handed people) and a "comfort" designed white handle which is dishwasher safe. Because the blade is deftly curved, you can cut every bit of the luscious pineapple away from the shell. Look for details of this shaped pineapple knife at your favourite fresh fruit store.

Non-Alcoholic Wine

Counterweight Limited recently launched an extensive line of calorie-reduced foods including a unique line of de-alcoholized wines. They are real wines developed in the Carl Jung Wine cellars of Boosenburg, Germany, then de-alcoholized so that their calorie content is reduced from 32 calories per ounce to eight calories. They are available in food stores in a red French wine, a white Rhine wine and a sparkling White wine. They were launched in Ontario this past summer and expect to be in Canada-wide distribution soon. The suggested retail price is from $1.60 to $4.00 — depending upon size of bottle and type of wine.

It has been suggested that these de-alcoholized wines may be used by alcoholics. Counterweight started about a year ago with a line of instant soups, gelatin powders, chocolate milk mix, evaporated skim milk and sodium-free granulated sugar substitute. They now also have a line of five salad dressings (French, Thousand Island, Italian, Cole Slaw and Blue Cheese), strawberry milkshake mix, chocolate extract, and Wipit: a calorie-reduced pudding mix in three flavours, Chocolate, Butterscotch and Vanilla.

Something For the Whole Family

Club House Foods have developed an interesting, top-of-the-stove product called Skillet Magic. It is available in six flavours — Noodles Stroganoff Dinner, Round-Up Macaroni Dinner, Chinatown Rice Dinner, Macaroni Chili Dinner, Taco Macaroni Shells Dinner and Beefy Noodles Dinner. The names indicate that either rice or a pasta plus delicious seasoning is in each foil package. Water and a pound of ground meat is all that is required to add to the contents of the package to make a supper dish that pleases the whole family. Recipe suggestions are given in each package — a total of 28 ideas. Each Skillet Magic package retails for about 49c. They are presently only available in Ontario.

Decorating Help

For those of you who enjoy icing and decorating your own cakes, Club House Foods have introduced an interesting line called Cake Mate products. Firstly their Cake Mate Icings, smooth and colourful, give cakes that iced by an expert look. In 4½ oz. packages, each of six varieties retails for about 59c. Secondly, there are the Cake Mate Gels — edible decorating gels in tubes with a re-sealable tip. Perfect for writing on cakes, cookies and desserts. Available in seven varieties retailing for about 33c each. They make writing on cakes very easy — the new Cake Mate Decorating Tips are excellent. They are re-usable plastic tips made to fit the Cake Mate Icing Tubes, retailing for about 33c for four different tips and a handy flower nail. The Cake Mate products are available nationally.

Croutons for Flavour

Christie's have developed a real foil for the imaginative cook — croutons Plain, Seasoned and a Cheddar Cheese one. The latter for instance, is perfect for making omelettes, the Seasoned crouton adds just the right flavour and texture to a tossed salad and of course, the Plain is great for well-seasoned soups. These are all in national distribution and sell for about 55c per box.

New Family Refresher

Apples touched with sugar 'n spice is what makes Heinz Snapple a delightful drink for the whole family. It's delicious hot or cold and has a special appeal for sports lovers at this time of year for their after-ski, after-curling, after-skating parties. It is at present in distribution in Ontario, Quebec and the Maritimes, retailing for about 59c per 40 oz. bottle.

From a Humble Beginning

Originally, Christie's packaged their Honey Maid grahams as crackers only, for hungry kids' consumption. Now they are available as Honey Maid crumbs all ready to be the star of the dessert tray. Christie's has compiled a set of 40 recipe cards using these crumbs — just write to Recipe Offer, Box 8103, Toronto, Ontario, M5W 1S8.

Heinz Frozen Foods

After over two years of research, the Heinz company are now offering (in Ontario only) a full line of fourteen new premium quality frozen main dish products. They are packaged in a variety of sizes and range in variety from boneless 2 lb. Turkey Roasts and four meat and gravy entrees to Chicken a la King. Some are packaged in single serving, boil-in-bag pouches for easy top-of-the-stove heating. Prices vary but they are realistic. So now "the goodness of Heinz products are in the supermarket freezer".

Convenience in Desserts

Canadian Canners has extended its Del Monte Pudding Cup line to include Fruit Cups and Dessert Cups (a combination of fruit and pudding). Some make convenient tart fillings and dessert toppings. Packaged in 5 oz. cans their price range is about 67c to 69c for a sleeve of 4 cans.

Mercury in Food

Mercury, a naturally occurring metallic substance, is found in minute quantities in the air, water and soil and in all plants and animals. Much of the publicity concerning mercury emerged in the past 20 years as a result of either the uncontrolled dumping of mercury wastes into bodies of water or the treating of seed grains with organic mercury compounds as a protection against fungus. The Institute of Food Technologists in a report on mercury in food to be published in the Journal of Food Science points out that the U.S. Food and Drug Administration has conducted analysis of foods for mercury content for years. As a result of their investigations in 1969 they established a 0.5 parts-per-

million (ppm) guideline as the maximum safe limit for mercury in fish. The U.S. Dept. of Agriculture also banned the treating of seeds with organic mercury compounds and industry's discharge of mercury wastes has been controlled.

Swordfish and tuna are the only commercial fish that have shown a mercury content exceeding 0.5 ppm. These fish consume vast quantities of smaller fish but far from possible sources of industrial pollution so their mercury must come from natural sources. Through research, scientists have concluded that the mercury levels in tuna and swordfish have not changed appreciably in the past 90 years and on the basis of all available data, mercury does not pose a threat to the North American food supply.

Cold Guard Refrigerators

G.S.W., the Canadian owned and operated appliance marketer, has made a number of significant design advances. These include the range utilizing the smooth-surface, Pyroceram cooking surface, two microwave ovens, a "whisper" quiet series of room conditioners and the spirolator washing machine agitator. Their latest innovation is a new series of Cold Guard side-by-side, frost free refrigerators. They are two sizes — 17 and 21 cubic feet. Because they have a one piece Uni-Wall liner (no seams and joints), and special seals on the door, they operate very efficiently so that they use electricity less than 50% of the time yet the ideal of 37° in the refrigerator and 0° in the freezer is maintained. The conventional refrigerator uses electricity up to 100% of the time.

These Cold-Guard models are available in both the Moffat and McClary lines. They are described as "one of the most significant advances in food storage since the development of the frost-free refrigerator".

Nutrition "Education" in Reverse

"If you put foods in order of decreasing usefulness, you would have something like fruits and vegetables, fish, meat, milk, eggs, bread, breakfast cereals, snack foods, candy, and soft drinks. Yet the amount spent on advertising is in reverse relationship to the nutritional usefulness of the products". So stated Dr. Jean Mayer, professor of nutrition, Harvard University. Sales and advertising of nutritionally useless soft drinks and sugar loaded breakfast foods which can hardly be called "cereals" any more are going up while fruit and vegetable sales are decreasing. Dr. George Briggs, professor of nutrition, University of California, said that voluntary action by the food industry in reforming its promotion of nutritionally useless foods is unlikely so government regulatory action may be necessary.

Canned Frosting

Betty Crocker recently introduced a luscious, easy-to-spread frosting in a pound can. Its texture is smooth and creamy yet it spreads and stays in place as would your own homemade butter frosting. One can holds enough frosting to fill and cover a 9-inch layer cake, a 13 x 9 x 2" cake, or 3 dozen small cupcakes. Any portion not used may be covered by its own plastic lid and kept in the

refrigerator. Unopened, in the can, it keeps indefinitely and is ready to use at a moment's notice, since it has a pull top opening. This Betty Crocker Ready to Spread Frosting comes in white and chocolate flavours. Starting in October it was available in Ontario only at a suggested price of 65 cents.

Flavourful Meat Loaf Mix —
Eatability Plus

Lawry's Foods of Canada offer a simple and easy way to make a flavourful, moist meat loaf by using their Meat Loaf Seasonings Mix. It's a blend of seasonings including salt, garlic, spices and onion, plus cracker meal. Besides making a flavourful meat loaf, this mix can be used with ground beef or soya-burger or sausage meat for fillings for green peppers, cabbage rolls, meat balls and burgers. The 1½ oz. laminated foil package is completely moisture and vapour proof, ensuring freshness and retails for about 45c. For further recipe ideas contained in "Colourful Cookery", write to Lawry's Foods of Canada Ltd., P. O. Box 155, Toronto, Ontario, M8Z 5P1.

LETTER TO THE EDITOR

November 18, 1973

Dear Editor

At the A.C.H.E.S. Convention at U. of Guelph this October I was asked to write a history of A.C.H.E.S. Due to the relative lack of information from annual Conventions I wondered if it would be possible to publish a request in the Journal for write-ups from past A.C.H.E.S. delegates on their experiences, how they felt they benefited from the convention, and how they shared the Convention experience with fellow students unable to attend. It is hoped that in future years A.C.H.E.S. delegates will have the responsibility for making sure that Convention programmes and minutes are kept in a central file at their university — but at present each university has only had verbal reports from delegates — and of course this is lost to succeeding years.

The types of articles I would like to have would be personal, fairly detailed accounts of activities, significant events and important discussions. It seems to me that by placing such a request in the Journal it would be possible to collect reports from delegates from each province, from many different conferences and from the standpoint of what has been remembered as being significant after graduation and working. A.C.H.E.S. has much to offer students, I think, and perhaps by developing a bit of historical perspective we can more accurately improve on its strengths and weaknesses.

Information should be directed to

Laurie Ball
27 Vardon Drive
Guelph, Ontario

Welcome New Members

New Members — August 1973

British Columbia

Miss Jean M. Wilson, 130 — 3755 West 6th Avenue, Vancouver, B.C. — Instructor.

Alberta

Miss Colleen D. Selvig, Room 202, Provincial Building, Grande Prairie — District Home Economist (1973 Graduate).

Saskatchewan

Mrs. Rose M. Widger, University of Saskatchewan, College of Home Economics, Saskatoon — Assistant Professor.

Manitoba

Miss Susan C. Benson, 148 Kilbride Avenue, Winnipeg R2V 0Z8 — Counsellor (1973 Graduate).

Miss Donna K. Inouye, 930 Jubilee Avenue, Winnipeg R3L 1R2 (1973 Graduate).

Miss E. Jane McKay, Manitoba Dept. of Agriculture, Box 667, Carman — Extension Home Economist (1973 Graduate).

Mrs. Ferna J. Sourisseau, 424 — 9th St. N.W., Portage la Prairie R1N 2P4 — Child Development Instructor (1973 Graduate).

Ontario

Mrs. Karen L. Gill, 478 Pearl St., Apt. 102, Burlington (1973 Graduate).

Miss Karen Jay Proctor, 353 Norfolk St. N., Simcoe N3Y 3P2 (1973 Graduate).

Nova Scotia

Miss Joan C. Beach, 60 Queen St., Apt. 1, Truro — Teacher (1973 Graduate).

New Members — September 1973

British Columbia

Miss Janet S. Buckham, 201 — 1000 Morton St., Port Alberni — Teacher (1973 Graduate).

Miss Cecelia Fye, 308 — 111 West Windsor Rd., North Vancouver — Home Economist in Business — Reactivated.

Mrs. Nova Graham, #404, 2121 West 44th Ave., Vancouver — Reactivated.

Miss Mary E. Irvine, Golds Discount Fabrics Ltd., 2627 Arbutus St., Vancouver — Buyer — Educational Coordinator.

Mrs. Anne H. MacLean, 5636 — 120 St., Surrey — Homemaker.

Miss Ruth A. Smith, 2335 Palmerston Ave., West Vancouver — Student (1973 Graudate).

Alberta

Mrs. Evelyn L. Campeau, Box 63, Fort Kent — Teacher.

Mrs. Brenda J. Strathern, Calgary Co-op Association Ltd., 8818 Macleod Trail, Calgary — Consumer Counsellor.

Manitoba

Miss Glenda E. Everett, Virden Collegiate, 7th Ave. & Kent St., Virden — Teacher (1973 Graduate).

Miss Candice A. Biggar, 1200 King Edward St., Winnipeg — HEIB.

Ontario

Miss Linda E. Horan, R.R. 2, Alton — Homemaker Supervisor (1973 Graduate).

Mrs. Lorna M. Patterson, 283 Pharmacy Ave., Scarborough — Student (1973 Graduate).

Miss Rosemarie A. Repa, 498 Sterling Ave., Oshawa — Dietetic Interne (1973 Graduate).

Miss Mogolatta Salvatore, 6422 Monroe St., Niagara Falls — Student — Associate Member (1973 Graduate).

Mrs. Donna M. Smyth, 482 — 291 Windermere Ave., London — Student (1973 Graduate).

Mrs. Linda Watson, Rubbermaid (Canada) Limited, 2562 Stanfield Rd., Mississauga — HEIB — Associate Member.

Ms. Jennifer Welsh, Ryerson Polytechnical Institute, 50 Gould St., Toronto — Instructor.

New Brunswick

Miss Carole L. Milligan, 211 St. John St., Fredericton — Extension (1973 Graduate).

Nova Scotia

Mrs. Diane M. Wooden, 11 Bryden Ave., Halifax — Teacher (1973 Graduate).

Newfoundland

Miss Douglass M. Tiller, 50 Cornwall Cres., St. John's — Teacher (1973 Graduate).

New Members — October 1973

British Columbia

Miss Lise Berthelot, P.O. Box 335, Queen Charlotte City — Teacher (1973 Graduate)

Mrs. Robin Dielissen, #27, 1844 — 4th Ave., Prince George — Teacher (1973 Graduate).

Miss Carol L. Soberlak, R.R. 1, Comox — Teacher (1973 Graduate).

Miss Barbara A. Wood, #506, 2324 West 1st Ave., Vancouver — Teacher.

Alberta

Miss Gail K. Clark, The Alberta Egg & Fowl Marketing Board, 515 — 17 Ave. S.W., Calgary — Products Promotion Officer.

Mrs. Sylvia Crevolin, Edmonton Power Home Service, 10304 — 100 St., Edmonton — Senior Home Economist.

Mrs. Mildred Hitesman, Box 772, Fort Saskatchewan — Teacher.

Miss Candice J. Voegeli, 1128 Lake Twintree Dr. S.E., Calgary (1973 Graduate).

Saskatchewan

Mrs. Faye I. Stott, Box 62, Maymont — Dietetic Intern (1973 Graduate).

Manitoba

Miss Lula I. MacLeod, #3, 137 — 4th Ave. N.E., Dauphin — Teacher.

Ontario

Mrs. Emelia E. Franks, 9 Cluny Ave., Toronto — Freelance Food Consultant.

Miss M. Margaret Gaspirc, 645 Elm St., St. Thomas — Dietetic Intern (1973 Graduate).

Miss Marilyn Greer, 704 Carson Rd., Ottawa — Teacher.

Miss Brenda J. Hamilton, 79 Saskatoon Dr., Weston (1973 Graduate).

Miss Shirley A. Kampstra, 609 Copland Rd., Sarnia (1973 Graduate).

Miss Mary Margaret Scott, 201 — 52 Parkside Dr., St. Thomas — Teacher.

Miss Denise C. Story, Ministry Agriculture & Food, 181 Toronto St. S., Markdale — Extension Home Economist. (1973 Graduate).

Mrs. Mary E. Taylor, 708 — 16 Wilsonview Ave., Guelph (1973 Graduate).

Mrs. Sharon M. Urquhart, 952 Westmount Ave., Sudbury — Teacher.

Quebec

Mrs. Louise Audet-Major, 2520 Rome Blvd., Brossard — Teacher (Associate).

Miss Filomena P. Eugenio, 3430 Ellendale Ave., Apt. 314, Montreal.

Mrs. Arlene Jacobs, 210 McLeod, Chateauguay — Lecturer university.

Mrs. M. Elizabeth Murphy, 712 Westchester Dr., Baie Durfe, Lecturer university.

Nova Scotia

Miss Colette E. Dean, 13 Kingston Cres., Dartmouth — Teacher. (1973 Graduate).

Prince Edward Island

Miss Shirlee M. Tweedy, Kinkora Regional High School, Kinkora — Teacher (1973 Graduate).

Newfoundland

Miss C. Ann Bonnell, Robert Leckie High School, Goose Bay — Teacher (1973 Graduate).

Miss Louise M. Gordon, 2 Dunfield Ave., St. John's — Teacher (1973 Graduate).

Outside Canada

Miss Sandra G. Canniff, 30 Park Rd., Hunters Hill, New South Wales, Australia 2110 — Research Assistant.

Miss Darlene A. Tench, Mbereshi Girls Secondary School, P.O. Kazembi, Luapula, Zambia, Africa — Teacher C.U.S.O. (1973 Graduate).

CIRCLE THESE DATES

July 3 — 5, 1974
C.H.E.A. Pre-convention workshop — "Family Dynamics" — Victoria, B. C.

July 7 — 12, 1974
C.H.E.A. Convention — Gateway — '74 — L'Horizon — Vancouver, B. C.

1976 — International Federation of Home Economists Congress — Ottawa.

INFLATION

This has hit the Journal also. The cost of this publication will be $8.00 per year or $2.00 per issue, however this is included in membership fees.

DEADLINES FOR INPUT FOR THE JOURNAL

January — November 10,
April — February 10,
July — May 10,
On conference years the Journal is published in June, so deadline is April 10,
October — August 10.

BOOKS

DR. ATKINS' DIET REVOLUTION

Robert C. Atkins, M.D.

The Council on Foods and Nutrition of the American Medical Association on March 8th, 1973, labeled the dietary recommendations of the book "Dr. Atkins' Diet Revolution" as unscientific and potentially dangerous to health. The book recommends a sharply restricted intake of carbohydrates to lose weight. The author is Robert C. Atkins, M.D., of New York city.

The "diet revolution" is neither new nor revolutionary the AMA Council declared in a formal statement analyzing the book's recommendations.

"It is a variant of the 'familiar' low carbohydrate diet that has been promulgated for years. The rational advanced to justify the diet is, for the most part, without scientific merit".

Even more serious "The Council is deeply concerned about any diet that advocates an 'unlimited' intake of saturated fats and cholesterol-rich foods (another aspect of the Atkins diet)".

Individuals responding to such a diet with a rise in blood fats will have an increased risk of coronary artery disease and arteriosclerosis (hardening of the arteries), particularly if the diet is maintained over a prolonged period, the council said.

The book states that the diet promotes production of a "fat mobilizing hormone" (FMH)... "and the production of FMH is the whole purpose of this diet...and the reason it works when all other diets fail". According to Dr. Atkins, "FMH" releases energy into your blood stream by causing the stored fat to convert to carbohydrate.".

No such hormone as a "fat mobilizing hormone" has been established in man, said the AMA Council. In addition, no appreciable conversion of fat to carbohydrate occurs in the human body.

Carbohydrates are organic chemical substances containing carbon, hydrogen and oxygen. They are important sources of energy for the body. Sugar and starches, such as potatoes, rice and wheat flour, are important sources in the everyday diet.

"Any grossly unbalanced diet, particularly one which interdicts the 45 per cent of calories that is usually consumed as carbohydrates, is likely to induce some anorexia (loss of appetite) and weight reduction if the subject is willing to persevere in following such a bizarre regimen. However, it is unlikely that such a diet can provide a practicable basis for long-term weight reduction or mainten-

ance, namely, a life-time change in eating and exercise habits," the council declared.

The council urged physicians to counsel their patients as to the potentially harmful effects of the Atkins diet.

"It is unfortunate that no reliable mechanism exists to help the public evaluate and put into proper perspective the great volume of nutritional information and misinformation with which it is constantly being bombarded," the council statement said.

The council declared that publishers and writers who advise the public on diet and nutrition "Have a unique responsibility to insure that such information and advice is based on scientific facts established by responsible research".

The American Medical Association.
[News Release] March 8th, 1973

LIVING FOR TODAY

KAREN Fisher — The Viking Press
New York
1972, 112 pages,
$14.95.

Living for Today examines the ways in which changing life styles have brought about revolutionary changes in decorating. The need to transcend the rigid limitations of living space has emphasized a need for rooms that will serve more than one purpose. The book proposes numerous ways to transform box-like spaces into total environments that form an appropriate background to modern living. Photographs show how rooms may be made imaginatively functional by the use of owner-designed furniture and constructions, and suggests ways in which spaces may be visually redefined and enlarged by the use of graphics, color, light projection and trompe d'oeil effects.

This book is basically aimed at the apartment dweller, and the emphasis is on living, low budget, high style ideas that can be accomplished without extravagant expenditures of time or money — ideas that might also be used by the suburban home-owner as well as the city dweller.

Books Received for Review:

1. The Dietetic Profession In Canada — M. Lang, E. Upton
2. The Textile Arts — A Handbook of Weaving, Braiding, Printing and other textile techniques — V. Birrell.
3. Introductory Textile Science (2nd edition). M. Joseph.

BOOKLETS

THE WORK OF OUR HANDS, JEWISH NEEDLECRAFT FOR TODAY

Mae Shafter Rockland — Schocken Books
New York
1973
260 pages, (165 illustrations) $10.00

Graphic artist, Mae Rockland, has written an instructional manual for both beginner and expert needle worker. The beginner will find an alternative to prepared kits and designs and the experienced needle worker can turn her labours toward a rich and authentic expression of her culture.

The projects are worked in needlepoint, embroidery, applique, quilting, and patchwork with directions for each.

The designs range from the traditional to modern, and the ritual use and history of each object are carefully explained.

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A contemporary, up-to-date guide that can help stretch home furnishing dollars to create an interior plan that will enable you to have the home environment you desire. To get a copy of this 40 page, 8 x 10 inch booklet, send your name, address and 25c to: Money Management Institute, Household Finance Corporation of Canada, 85 Bloor Street East, Toronto 5.

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Canadian Home Economics Association,
409A Burnside Building,
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Yearly fees are $6.50 and year is from January 1st to December 31st. Applications will not be accepted after March 15th, 1974 for the current year.

CANADIAN HOME ECONOMICS ASSOCIATION

Occupations C.H.E.A. Members by Province — October 31, 1973

Code:

B	Business	N	Nutritionist	X	Retired
D	Dietitian	S	Supervisor (Education)	O	Other
E	Extension	SW	Social Worker	(1)	1973 Graduates
G	Government	T	Teacher	(2)	Graduate Students
H	Homemaker	U	University	(3)	Occupations Unknown

Province	B	D	E	G	H	N	S	SW	T	U	X	O	(1)	(2)	(3)	Total
British Columbia	21	3		5	22	3	5		45	7	14	2	9	1	3	140
Alberta	15	4	11	3	10	2	3		30	10	7	4	3		2	104
Saskatchewan	7	6	4	1	7			1	17	6	4	1	7		1	62
Manitoba	4	2	13	6	1	1	4		16	18	8	8	16	3	5	105
Ontario	77	18	23	36	52	2	10	4	163	35	69	28	58	2	5	582
Quebec	15	3		3	5	2	5	1	18	18	4	2	3			79
New Brunswick	4	2	2	3	2		4		15	8	5	2	2		3	52
Nova Scotia	6	3	1	4	7	2	2		27	11	8	1	9	1	6	88
Prince Edward Island	2		2	1					5	5	2		6	1	2	26
Newfoundland	1	1		1		1	2		5				3			14
N.W.T. & Yukon									1				1			2
Outside Canada	8		1	1	9				4	13	5	9	1	1	2	54
Totals	160	42	57	64	115	13	35	6	346	131	126	57	118	9	29	1,308

C.H.E.A. National Office, November 13, 1973

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APRIL 1974
VOLUME 24, NO. 2

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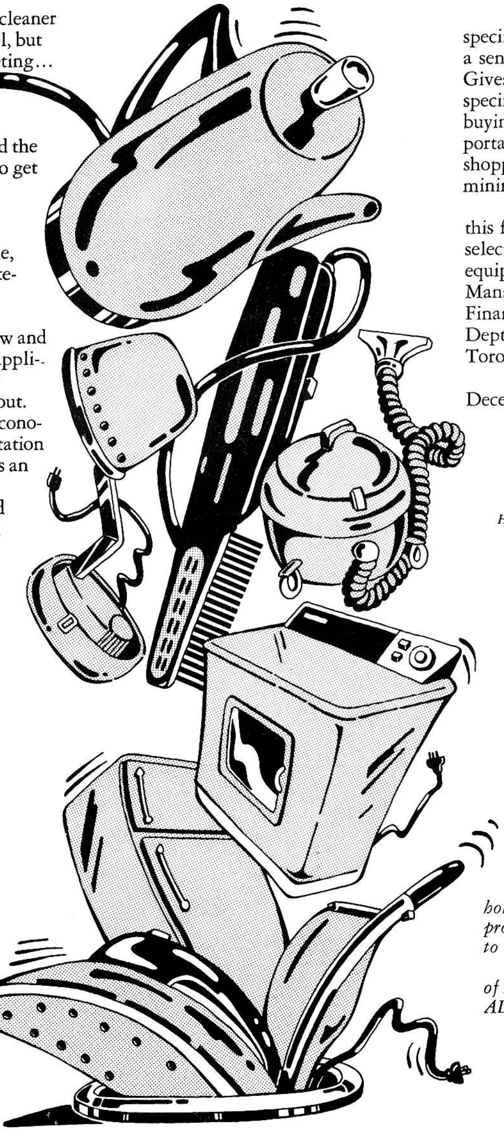
[redacted]

- Notes from Ghana
- Man, the Adaptor in the Home Economics Curriculum
- Metric Conversion

[redacted]

INVESTING IN THE WRONG APPLIANCE IS LIKE POURING MONEY DOWN THE DRAIN.



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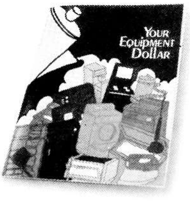

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CANADIAN HOME ECONOMICS JOURNAL

APRIL 1974
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GATEWAYS 74
l'HORIZON

We are fast approaching another Convention. This one is to be in Vancouver, B.C. July 7 - 11, 1974. Pictured here are the Convention Co-chairmen along with the head of each major committee. These people have active groups working with them to make this a vital convention. The issues to be reviewed reflect current concerns. Come and make your contribution.

Discussion at the Annual General Meeting will focus on new directions for the Canadian Home Economics Association. Help plan the future of our professional organization. Let us explore additional gateways together.

Winifred J. Bracher

Winifred J. Bracher, President.

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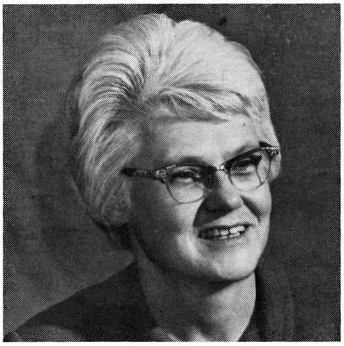
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Notes from Ghana

by
Margaret S. McCready
Former Head, Home Science Department
Faculty of Agriculture, University of Ghana
Legon, Accra, Ghana

After a short period of orientation to life in the tropics given in July, 1969, by our sponsor, the Canadian International Development Agency (C.I.D.A.), I found myself in Ghana. Ghana is the West African country known before its independence in 1957 as the Gold Coast. It is a small part of the huge continent of Africa. A look at the map confirms one in the realization that this great land mass made up of fifty-four countries is four to five times the area of the United States. Much time and money would be required to see the whole of it.

One learns to plan ahead for any trip in Africa as visas must be obtained in advance to enter most of the many countries. Travelling by car is generally slow due to road conditions and may vary with the dry and rainy seasons. Good river routes are not easily available and plane service does not cover each country equally well. Yet there is definite progress toward better state bus transport in Ghana, government catering houses, and some extension of the air service. Ghana is striving to provide facilities for the tourist trade which could bring in much foreign currency.

There are many different cultures and languages in the three main geographical areas of Ghana — coastal, forest, and savannah. Fortunately for Canadians, English is the second language spoken and taught in the schools. However, older village people have not been to school and so cannot speak English. Among African states, Ghana has done a better than average job in providing schooling for its children (66% primary school). A very small percentage (less than one percent) continue to the university level. University is free to those who qualify. There is a need to cultivate and emphasize Ghana's own native languages of which there are over fifty; five main ones are Twi, Ewe, Ga, Fante, Hausa. Young children are taught up to grade three in their native language, a regulation which is considered important for the development of personality and self-worth in the young.

The 1970 Ghana census has indicated a rapid, in fact, excessive population growth, (2.8% yearly increase) particularly in the city areas. There are five main cities. In the total population of just over nine million people (seven million population in Ontario five times larger than Ghana), there is a great increase in the younger age groups. About 45 percent of the population is under fifteen years of age. As seven or

The living room area in Fidua, the experimental village house on campus, with Mrs. Margaret Ripley of Ottawa, and students.

more children (on the average) are born to each married woman, there was need for the late Busia government to adopt a family planning policy. This was done. A military coup took over the government in mid-January 1972, but it is reported that work and schooling and probably family planning go on much as before. There are, however, more restrictions in the purchasing of many goods. Also, a serious attempt is being made to control the considerable rise in prices which occurred after a sudden devaluation of the cedi (their dollar). An important textile and design industry and the furniture trade have been growing since such foreign items are not being imported to any extent now.

Livelihoods

The visitor to the north, east, and west of the capital city, Accra, finds great variety in the countryside. On small holdings, located usually at some distance from the village, different crops are grown. The basic, starchy, staple foods are cassava, yams, cocoyams, white corn, some rice, and plantain. They are prepared mostly by boiling, pounding (fufu), and fermentation (kenkey). Towards the north more millet, sorghum or guinea-corn are grown and used. Important protein value is added by mixtures of beans, cowpeas, groundnuts (peanuts), oilseeds such as melon, coconuts, cotton, seeds from many seed pods, spinach leaves, cassava and cocoyam plants and many other greens, mostly mucilaginous. Although more and more sugar is being grown and processed in Ghana most of it is still imported. Good distribution of perishable products for areas distant from the small farms is difficult because of transport and road conditions.

Vegetables used regularly, and mostly in stews and soups, are onions, tomatoes, red and green peppers (both sweet and hot), garden eggs, and okro. The cultivated fruits are many: banana, all citrous fruits, pineapple, mango, pawpaw, avocado, soursop, custard apple and ackee. Some wild fruits such as baobab, shea, and desert date are gath-

ered from bushes and trees. Fruits are generally eaten as snacks during the day rather than with meals. Sugar cane stalks cut and peeled may be served at the end of a meal. They are chewed to release the refreshing sweet juice.

The foods of animal origin are mainly from cattle, goats, sheep (with hair, not wool), pigs, bushmeat of many kinds, poultry and bushfowl, snails, fish (fresh, dried, salted, and frozen) and other fresh water and sea foods. These foods are all expensive, eggs particularly so, and are used in small quantity only. Until sufficient coarse grains are grown for food the animal products will be expensive.

The many trees and shrubs are valuable sources of income: cocoa and some coffee (for export), palm (for oil and wine), and great numbers of useful hardwoods (used in furniture and in building, and for export). Cotton is used widely, but insufficient is grown, a large amount being imported from the United States. It is interesting that cocoa is practically unused as a drink by Ghanaians although they are developing a taste for chocolate bars and candies some of which are made locally now, probably from cocoa imported from Europe.

In addition to farming, lumbering, and mining for gold and some diamonds, important livelihoods are cattle grazing and fishing. Fishing is being developed in the rivers and in the ocean with recent international aid. The cattle herders in the north are bringing some of their wandering herds in to the government meat packing plants so that meats can be preserved and made more widely available for use in place of the imported varieties.

Homes and Climate

There are varied types of villages, each with distinctive houses. Mud walls and walls of plaited palm leaves are common and many rectangular houses have tin or corrugated iron roofs. Houses are often built around a common compound. Farther to the north small round mud houses have thatched pointed roofs, and have few or no windows, just a doorway. They are commonly in compact groups, sometimes behind mud walls. Much of the living is outdoors, including meal preparation. Only in the larger towns and cities are western style houses, with kitchens, built and used. Home Science students interviewed village housewives as to their preferences in cooking and food storage facilities. This project, undertaken as research in Home Science, was part of a wider enquiry into home living needs.

In the rainy season of south and central Ghana, April through June, damage from downpours may be done to houses, compounds, and roadways. The experimental village house, Fidua, on University of Ghana campus, is built of dried blocks constructed of a tested combination of cement with local laterite soil. Such a mixture would greatly extend the life of the average house in Ghanaian villages where two-thirds of the population still live.

From December to March during the dry season fine red soil dust settles as the Harmattan winds blowing southward from the Sahara bring hot days and cooler nights. In this tropical land, 4 to 5 degrees north of the equator at the coast, daily temperatures commonly range between 75 degrees and 85 degrees Fahrenheit. This is not excessive, but the humidity is very high.

Living Accommodations and Routine

Certain tropical diseases affect newcomers differently despite the immunization programmes to which they have

been subjected. One should learn early that it is unwise to overwork and become overtired in the hot, humid climate. It is necessary to drink more liquids and to arrange a short rest period at noon to help one over a long day of work. Fortunately, breezes blow frequently and one learns to adjust louvres in windows or doors to catch the movement of air. Ceiling fans help in this. So that a good night's rest is assured, air conditioning is often installed in the sleeping quarters by the expatriate householder.

Medical care is available in the local university hospital clinic. Students, helpers, and staff make liberal use of this. In fact, Ghanians have a special problem of intermittent bouts of malaria as they cannot use anti-malarial medication from birth. When fever strikes they require several days of intensive treatment to lower the parasite level in their blood. Also, it is claimed that twenty percent of the population is affected by sickle cell anemia. A few of our students had this genetic trait and required special medication and a high nutritional state to avoid the crises of extreme pain in the joints and chill. In infant life these young people had survived the weaning period, a time when many Ghanaian children still suffer from Kwashiokor, protein deficiency malnutrition, on breast feeding being discontinued. Maternal and infant mortality is a continuing problem particularly in northern Ghana. One is constantly aware that the tropics provide the ideal climate for the growth of bacteria, fungi, parasites, and worms. It behooves expatriates to take care of their health, sanitation, and diet; boiling and filtering water for drinking is one basic precaution to be practised, and to be taught in the village extension methods course.

Mrs. Joanna Nsarkoh with student assistant, studying composition of some Ghanaian foods.

The flats and bungalows furnished by the university for the teaching staff are spacious and airy with much screening. The bungalows are set in nicely landscaped areas with brilliant flowers or shrubs in abundance. In the rear of these buildings a series of rooms with washroom facilities is located for the housing of stewards with or without their families. The cook-stewards consider a forty cedis wage per month from a single woman employer sufficient for their services. One is very dependent on the good faith and good habits of these helpers and is fortunate indeed if the steward is literate and bilingual and can follow written directions or recipes and record his shopping. Householders pay their stewards and perhaps also, a house-boy, a part-time gardener and washerman; they are responsible also for electric and water charges.

One tends to waken with daybreak at 5:45 or 6:00 a.m. and possibly listen to a B.B.C. short-wave news programme (everything is shortwave in Ghana); a Canadian news packet followed this. The household needs and lists of food to be purchased are considered with the steward and requisitions for repairs to

be made written in triplicate. Work in the office begins at 8:00 a.m., some lectures at 7:30 a.m. It often happens that office workers arrive late because university transport breaks down. Car repairs are of critical importance and may have to be attended to in the city of Accra, ten or more miles away. There the stores' usual closing at 12:00 or 12:30 until 2:00 p.m. is a great inconvenience. Before one realizes it, darkness falls between 6:00 and 6:30 p.m. often without one have had some exercise, walking or sport, in the cool of the later afternoon. Actually many meetings are arranged at these hours.

Students and Staff

Who are the students in Home Science, Faculty of Agriculture, at the University of Ghana? Although the university celebrated its twenty-first birthday in 1971, the Home Science programme was established only in 1966. The first class had eight students, five of whom graduated in 1969 with the B.Sc. degree. In general, the students are the more privileged young women who have been supported by parents or guardians through six or more years of secondary boarding school to gain entrance to free university education. Fee paying and a system of loans were attempted in the 1971-72 university session but the plan was abandoned through the National Redemption Council (N.R.C.) which ousted the Busia government in January 1972. Free university education is again available to those applicants who have been successful in passing three A level examinations plus a General Paper controlled by the West African Examination Board. In preparation for this examination students spend the equivalent of two years beyond our junior matriculation level. For Home Science students, science and mathematics are recommended subjects for the A level studies. Recruiting for the new Home Science programme suffers from competition with young women who are seeking education in medicine and pure science. Also, the high science content of the three-year degree programme of studies deters some students from registering. Students in the programme have requested a fourth year in which they could concentrate on a chosen field for specialization. There have been twenty-three degree graduates from the three-year programme between 1969 and 1972. Changes in entrance requirements and some choice in programmes followed have been negotiated recently.

A two-year Diploma programme has been offered since 1969. Its purpose is to help prepare young women for a technical level of expertise in Home Science. The ten graduates to date have the opportunity to show their practical ability in extension work with the Ministries of Agriculture in Ghana and Tanzania. Four students came from Tanzania to study in Ghana. These graduates, before undertaking the university diploma training, had passed the equivalent of "O" level examinations (junior matriculation) followed by two or three years of field experience working with village people in rural areas. They should be of great help to the experienced degree graduate in planning and executing development projects requested by communities. Doubtless, many more technical helpers are required at the local level.

All of the students contributed greatly to staff and student understanding of Ghanaian home life, particularly in the classes and seminars on home management and family studies. In these discussions we learned, for example, that one student came from a family of

thirty-eight children and several mothers. In another family of ten children the mother had requested the father to take another wife who would ease the burden on the first wife. Some problems of jealousy and striving for father's support in polygamous families were admitted. One student expressed her great interest in learning more of African tribal customs and practices than she had ever been aware of in her own family group. Certainly students and staff in Home Science were exploring the cultural differences for an understanding of Ghanaian family life.

Sixty percent of the degree course time is covered by university teachers in the sciences, social sciences and the arts, and forty percent is covered by the Home Science staff. The latter make the application of the sciences and social sciences in home living in the areas of Foods and Nutrition, Child Development and Family Relations, Home Management, Housing and Design, Clothing and Textiles, and Extension Methods and Research.

Gradually as Ghanaian Home Science graduates gain experience and undertake advanced studies both abroad and in Ghana, they will fill the positions in the Home Science Department and in the community: agencies committed to education, agriculture, social welfare, public health, business and commerce. Four graduates were studying at the University of Guelph, College of Family and Consumer Studies, during 1971-73; one undergraduate is also there working towards her degree. One graduate is at Cornell University in housing studies and another in the same field at the University of Science and Technology, Kumasi, Ghana. Some of these graduates are supported by C.I.D.A., which now sponsors a twinning arrangement between the Universities of Guelph and Ghana.

Professional Contacts

There is outstanding co-operation with the Ghana Home Science Association, a group of over two hundred and fifty members mostly in the teaching and teacher training profession. Very few of the recent University of Ghana home science graduates have so far entered formal home science teaching.

The Home Science Department of the university and the Ghana Home Science Association co-operated over the past six years in an early April Home Science conference held over a long week-end. In April 1971, the conference theme was family life education. Over two hundred delegates representing several professional groups and some students attended the panels, lectures, and study groups organized for the event. The trends in family living were discussed and analyzed. There is no doubt that many professional workers, including those teaching Home Science classes, are encountering an awareness in students of the many new choices and decisions having to be made as they survey the home life of yesterday and today and consider what they would like it to be tomorrow. The conference brought home to delegates how much need there was for more information on involvement with parents and their problems in child rearing and in their understanding and guidance of today's adolescent. The latter group spoke up very clearly in a panel discussion on what family life education could mean to them.

The proceedings of these six conferences have been printed in small booklets. The 1971 conference papers have been published in a special issue on family life education in the new magazine, The Home Scientist, (Volume 1, number 2). The young profession needs

continuing help to enable it to inform the public of the scope of its work.

In 1972 the Ghanaian home scientists took their conference to a regional centre, Ho, capital of the Volta region. This was done to accommodate groups who had been unable to attend earlier conferences. The theme adopted was that of the Twelfth Congress of the International Federation of Home Economics which met in Helsinki, Finland, July, 1972: *Home Science, A Vital Force in Community Development.* The meetings emphasized the great contribution which home science education could make to the nation's economy and the improvement of home living. Two Ghanaian home scientists represented Ghana at the Helsinki Congress in July, 1972.

Summary

A few years spent in an educational programme in a developing country open up many avenues for thought as to where the Home Science programme could be most helpful. Through insights gained in knowing Ghanaians in many walks of life, my conviction has been reenforced concerning the very basic contribution Home Science makes, involving as it does multidisciplinary studies, both practical and theoretical. One sees that many problems confronting human societies, particularly in regard to the changing status and roles of women, are common to us all. As I re-read the Nigerian writer, Chinua Achebe's novel, Things Fall Apart, telling of the tragedy which befell an African man and those close to him whose tribal life, and beliefs were challenged by fast-changing modern society, I was more aware than ever of the persistent demands on Home Science to help solve the problems facing us at home as well as abroad.

Mrs. Nabilla Williams with student observers hearing an explanation by nursery school children of their 'pretending' cooking!

Man, the Adaptor in the Home Economics Curriculum

by G. Boxen, Research Associate and M. Krondl, Associate Professor
Faculty of Food Sciences University of Toronto

It is 70 years since the Household Science programme was established at the University of Toronto. Today the original Household Science programme has grown to embrace a number of recognized fields, among them Nutrition, Food Chemistry and Home Economics. Modern teaching in the field of Home Economics must view the worldwide forces acting on the availability of basic survival needs and not remain narrowly focused on their consumption within the family. Current crises in various parts of the globe have reverberating effects around the world. The pinch is felt even in Canada in spite of its abundant supplies of food, raw materials and energy as the prices of today's integrated market draw these commodities away. Not realizing the overall interrelationship, consumers demand actions to stop rising prices. Instead, they should be seeking ways to adapt to the ongoing situation and to face the consequences of shrinking resources. Reasoning and creativity could be applied to manage the environment, as well as to adapt to its limitations. Management of the near environment has been and is the philosophy of Home Economics teaching. Rapidly increasing changes within the environment influence educational philosophies in Home Economics more than in other disciplines. The basic needs of man radiate and eventually trigger the changes in fields further detached from man's fundamental existence. Thus the type and degree of adaptation of man affects future events. From the conception of teaching where focus was on the home as a productive unit, with the increasing affluence of society we have witnessed a change in the curriculum towards consumerism. At that time the distinction of five areas arose as follows:

1. Food and Nutrition
2. Clothing and Textiles
3. Housing and Community Development
4. Family and Child Studies
5. Management and Consumer Studies

This set-up is too rigid when adaptability is the prime interest. While outwardly the same fields and same facts are to be included, the basic philosophy will require revision. With the unchanged goal in mind, *to provide for the maintenance and improvement of man's well-being in his total community and environment*, a problem-solving approach is suggested. This approach would be reflected in

teaching and research with emphasis on the basic needs of man, food, clothoing, shelter. The new areas suggested are as follows:

1. Tools to implement goals
2. Knowledge of the needs of the individual
3. Factors influencing needs and adaptive behaviour of the individual

By tools we mean techniques which are grouped and described in Figure 1. Two types of problems must be considered: the limitation of current resources; and the unmet needs and stresses of the individual's present and future, and his ability to adapt to them.

The problem-solving approach would begin with assessment of the individual's state of well-being, his changing needs, the factors influencing his needs, and the physical, personnel and technological resources available. The second step would be to deal with the problems through planning and organization, and education and communication. These processes would be used to modify the environment; to conserve and manage resources; and to help the individual to cope. Implementation of goals and evaluation of results would then follow. Research would be needed for future planning and continual adaptation.

Needs of the Individual

In considering man's needs it must be realized that man has an inner and outer environment ranging from the physical world, to the social and family culture, and to his physical and emotional state. All of these create and provide needs. In Figure 2 the provision of needs on different environmental levels is shown. From the physical world man obtains his basic satisfaction in terms of food, shelter, and clothing. Social institutions, economic, political, and family are the instruments for their provision. These institutions also provide for emotional needs of recognition, companionship, security, and love. Although the individual has specific physiological and emotional needs, he is dependent on himself for a sense of self-satisfaction and on his physiological condition to utilize the resources.

The factors which influence man's needs and the forces which help him to adapt to a changing environment are given in Figure 3. Availability of resources which provide food, shelter, and clothing are first determined by the physical environment. Channelling of energy is next influenced by management through planning and policies controlling production, and conservation and use of resources. Finally, distribution through the market place and through health and welfare programmes affect short-term availability.

To utilize a resource or often just to recognize a need is greatly influenced by social institutions. They are responsible for informing the individual about specific requirements; for showing him how to translate nutrient needs into available resources of foods which supply these requirements; and for helping him find new uses for all other resources in his environment. Awareness of need and how to meet it is achieved through education and communication.

Utilization of resources is also influenced by society, i.e. the values of society must allow for the acceptance of a style or item before society will use it or even make it available.

The final goal of Home Economics teaching is to achieve adaptability on the

individual level. The individual has to accept the existing resources and learn to use them efficiently and effectively. Even broad education may not answer his individual needs which may differ because of preference, or physiological condition. The attempt to improve man's adaptability to his environment along these lines is one of the prime concerns of the Home Economics programme.

Responsibility—Outreach

Graduates of such a programme must be educated in all the areas discussed so that they can help consumers control the many forces which eventually touch or strike them. These graduates should also be able to work as part of a team with professionals, executives, and businessmen on planning, production, and economic levels related to available resources.

The authors are not suggesting a major revision of the subject matter but in the philosophy of teaching unique to Home Economics. The professional Home Economist cannot be educated by a conglomeration of unrelated courses in the traditional five areas, but only in a unified programme in which the major themes of food, clothing, and shelter are woven together.

1. Assessment of	a) well-being b) changing needs c) changing factors influencing needs d) resources available — physical, personnel, technological e) unmet needs, future stresses f) ability to cope psychologically with environment
2. Planning and organization to	a) form goals b) modify environment c) manage and develop new resources
3. Implementation of goals by	a) administration of programmes b) distribution of resources
4. Education and communication	a) to help the individual to adapt
5. Evaluation of results to determine	a) whether goals have been met b) whether needs have changed
6. Research on basic and applied levels to	a) further define needs, problems, goals b) develop better means of meeting goals.

Figure 1. Tools needed in the implementation of goals

Level Provided	What is Provided
Physical world	Food Shelter Clothing
Social institutions (including the family)	Provide and create physical and emotional needs
Individual	Physiological and emotional needs

Figure 2. Resource needs of the individual

Level of Operation	Factor	Directive Forces Affecting the Factor
Physical environment — the provider	Availability of — energy — food, shelter, clothing	Planning and policy-making Production Distribution
Society, the provider	Awareness of —what is needed — what is available —how to adapt i.e. how to use resources, how to adjust to a new environment	Education Communication
Society, the utilizer	Utilization of above knowledge in societal terms	Current values and norms
Individual, the utilizer	Utilization of — above knowledge in individual terms — available resources	Physiological and psychological needs

Figure 3. Factors influencing needs and behaviour.

METRIC CONVERSION

Prepared by
Isabelle Morrison

By now the fact that Canada plans to adopt the metric measurement system will be of utmost interest to all home economists.

The White paper on metric conversion in Canada was presented January 1970 to Parliament where it received unanimous endorsement. In order to make the change in a manner that would best suit the Canadian economy, the Metric Commission was established in June 1971. Canadian Home Economics Association is one of over 200 national associations invited to form a metric conversion committee to investigate the impact of metric conversion on our activities.

The structure of the Commission includes 10 steering committees. Each of these is responsible for coordinating a group of economic sectors of related interests. As working groups within the steering committee there are sector groups, each responsible for a particular industry, group of industries or interests. Our Association is a member of Steering Committee No. 9 Sector 5 designated as Consumers, Home Economics and Retail Trade.

Why the change to metric? About 90% of the world's population is using a metric system. There are obvious advantages in all countries using a universal system. Add to this the ease of calculation as the metric system is based on the powers of ten. The form of the metric system Canada will use is identified as the International System of units of SI.

The only major country not yet officially committed to the metric measurement is the United States. It is in their Congress for consideration. This has naturally had influence on some segments of the Canadian economy where it may be felt Canada could not change until the United States acted.

The Canadian Commission however has proceeded and established a four phase programme for its activities. This is now underway and target dates for each phase have been presented.

1) Investigation — complete in 1974
2) Planning — extend through 1974 and 1975
3) Scheduling — to be completed by 1976
4) Implementation — start in volume in 1975, to reach its peak in 1977-78, and be largely completed by 1980.

The last issue of this Journal presented the role proposed by the CHEA metric committee. In review the action is directed towards a three prong programme — research, member information and consumer education.

As the base to our involvement in this project, we might begin by acquainting ourselves with:

Terminology: *metric conversion* is the term recommended by the commission rather than the coined word metrication

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as used in some countries.

Basic units: some of the ones that apply to our area

	metric unit	symbol
length	metre	m
mass	kilogram	kg
energy	joule	J
volume	cubic metre	m^3
or	litre	l
temperature	degree Celsius	°C

While the last two are not in the SI system, they are permissible and will be used.

Correct spelling, proper symbols and how units are to be written are most important. "An Outline for Canadian Usage" has been prepared by CSA and is available from:

Canadian Standards Association,
178 Rexdale Boulevard,
Rexdale, Ontario
M9W 1R3

A 10¢ charge per copy on orders of more than 10.

Initially in changing over it is natural to convert to the equivalent in the metric system. In most cases the result is an awkward number. You have probably noticed that many commodities on the drug and supermarket shelves first had ounces with the exact millilitres or grams, but now many sizes have been adjusted to a new standard expressed in metric units and the ounces are now in decimals, if they appear. One advantage of the metric system is the elimination of terms such as ounces which could refer either to volume or weight.

Gradually the standards used by home economists will be converted. As these occur we will bring them to your attention. Basic to many areas is the liquid measuring cup. The standard measuring cup up until now has been based on 8 ounces (fluid), available as one, two or four cup measures. Now the litre will become the unit and we will learn to work with liquids in ml. Since 1000 ml can be conveniently divided into four 250 ml lots, we will be able to use similar measures. Fortunately the difference between the 8 ounces of 237 ml cup and the new 250 ml unit is slight. In fact with the ±5% tolerance on household measuring cups, the situation can exist whereby the difference in the markings is minimal. Measuring cups marked in both systems will soon be making their appearance on the Canadian market.

Metric workshops will be an excellent way to get acquainted. Such a workshop is scheduled for the CHEA Convention in Vancouver in July. Do plan to participate.

In the meantime if you have questions, comments or contributions to this project, please let our metric committee know.

Think Metric:

Chairman:
Miss Wendy Sanford
Corning Glass Works of Canada Limited, Toronto

Miss Stephanie Blackstone
Health Protection Branch, Toronto

Miss Sally Henry
Maple Leaf Mills Limited, Toronto

Mrs. Kay Hodgins,
Consumer and Corporate Affairs, Toronto

Mrs. M. Humphries
Seneca College, Toronto

Miss Isabel Morrison
Ministry of Education, London

Mrs. Eva Hergovich
The Consumers' Gas Company, Toronto

Alberta Representative:

Mrs. Mary McIntyre, Calgary

Resource Material — Metric Conversion

Each issue will carry a list of selected resources on metric conversion. As a beginning, here is a list of references of general interest. The list will become more specific as the time for metric conversion grows closer and more materials become generally available.

Reference materials

American Home Economics Association *Handbook of Food Preparation.* AHEA, 2010 Massachusetts Avenue, N.W., Washington, D.C. 20036, 1971.

This handy reference book contains Metric Conversion Charts which you may find useful.

Canadian Consumer and Corporate Affairs, *Metrication: A Guide for Consumers*, Consumer Research Report No. 2, 1973, Department of Consumer and Corporate Affairs, Box 99, Ottawa.

This little booklet provides information to consumers about the impact of metric conversion in every day life.

Canadian Standards Association. *The International System of Units* (SI) *An Outline of Canadian Usage.* Canadian Standards Assocition, Public Relations Section, 178 Rexdale Boulevard, Rexdale, Ontario M9W 1R3

Single copies available free. A four page leaflet on units, symbols, prefixes and rules of use.

Legget, Robert F. *Standards in Canada*, Economic Council and Science Council of Canada, 1970. Available from Information Canada.

This well written and easy to read book provides a wealth of information on the development of standards and their important role in our social, economic and scientific life.

Metric Commission, 320 Queen Street, Ottawa K1A 0H5

Metrics and Measurement, A reprint of two articles from November/December 1972 and January/February 1973 issues of the Canadian Consumer. Good background reading.

Metric Commission. An overview of the Composition and function of the metric commission. Contains a useful bibliography of materials from Canada and other countries.

Think Metric: Pensez Metrique. A visual.

College of Home Economics

UNIVERSITY OF SASKATCHEWAN—SASKATOON CAMPUS

Academic Position Available July 1st, 1974.

Assistant Professor in Consumer Studies

QUALIFICATIONS — Master's degree in Home Economics majoring in Consumer Studies and Management; related experience desirable.

ACADEMIC RANK AND SALARY — Assistant Professor. Salary commensurate with education and experience, $12,000 and upward.

RESPONSIBILITIES — To teach undergraduate classes in Consumer Studies covering selected areas of Home Management, Finance and Equipment. Ability to conduct experimental work.

The University of Saskatchewan, Saskatoon Campus, has an enrollment of approximately 10,000. The enrollment in the College of Home Economics is in the vicinity of 250 undergraduate students. The College was established in 1928 and moved into a new building in 1966. The four year program includes five areas of specialization as well as the General Course. These specializations include: Clothing and Textiles; Dietetics and Nutrition; Food Science; Home Management; Housing and Design.

Please address enquiries and applications to:

Dr. Helen C. Abell, Dean,
College of Home Economics,
University of Saskatchewan,
Saskatoon, Saskatchewan.

GATEWAY '74 — L'HORIZON

Canadian Home Economics Association Biennial Convention

July 7 - 11th, 1974

Our *WEST COAST* convention in '74 is taking place in a time of change, challenge and opportunity. Our profession stands at the Gateway. The choice is ours — to be limited by the past or to grow.

HIGHLIGHTS of the programme are —

•*Sunday, July 7* — a Western Buffet, 6-9:00 p.m. Something new has been added to this convention — Make Vancouver a part of your family vacation — for the *FIRST* time there will be a men's programme.

•*Monday, July 8* — This day is planned to let us take a good look at our world. The emphasis is on our environment. There will be addresses, debates and discussion. The exhibits will open at 5:00 p.m. and the evening will include a "New Ideas Dinner" — a carnival and a steel band.

•*Tuesday, July 9* — This day is to give us a chance to make professional commitment and to become aware of trends, techniques and discoveries in our profession. AND there will be a SPECIAL EVENT — a salmon barbeque and logging show, in the evening.

•*Wednesday, July 10* — The main theme for this day is Communications. The afternoon session will be on metrication. In the evening you will have a choice of seeing Vancouver from Grouse Mountain or from a harbour launch — or by walking!

•*Thursday July 11* — ANNUAL MEETING — and another something NEW — In the afternoon a presentation of original research papers — the Annual banquet will close the convention.

SEE YOU IN VANCOUVER!!!!!

Post-convention workshop on —
Nutrition Education
School of Home Economics
U.B.C. Vancouver, B.C. V6T 1W5.
July 15, 16, 17, 1974.
Co-ordinator Dr. Nancy Schwartz.

Alberta Home Economics Association— Annual Convention, Calgary, April 18, 19, '74

The A.H.E.A. '74 conference to be held in the Palliser Hotel, Calgary, has as its theme "Communic-Action". The programme will "focus on current issues in the profession and on subject areas aimed at developing the home economists' expertise." The opening address is "Home Economics — Where are We Going" Topics for groups discussions are —

1. Action for Obesity
2. Going Metric
3. Appearance and Communication
4. Swinging Seventies

Interesting speakers, group leaders, and panel members have been invited to take part — Convention '74 "offers home economists a dynamic programme, one which facilitates Communication with each other and one which challenges the home economists to action.

DISTINGUISHED INTERNATIONAL LECTURES ON NUTRITION

General Foods Ltd. is sponsoring a series of Distinguished International Lectures on Nutrition and presenting these in co-operation with four Canadian Universities.

On February 5, Dorothy Hollingsworth, director general of The British Nutrition Foundation spoke to a large audience at The University of Toronto on the topic "Nutritional Problems in an Affluent Society." She praised the recent national survey carried out by the federal Department of National Health and Welfare and noted that obesity is a major problem in Canada. Our choice is to increase energy expenditure or cut our energy intake. She pointed out that in modern living it is difficult to have sufficient exercise but easy to eat energy rich foods. Modern evidence suggests an obese baby is likely to grow into an obese child, an obese adolescent and an obese adult. As it is difficult to reduce, the important thing, therefore, is not to start.

Her suggestions — "Experience foods widely; indulge appetite temperately. Eat a little of everything and not too much of one thing. Conclude a meal feeling you could eat more. Do not take more than you can consume. Don't prepare more food than should be consumed."

Her summary of advice to Canadians:

•An increase in consumption of fruits and vegetables;

•an increase in consumption of bread (especially wholegrain);

•a little change in the consumption of milk, cheese and meat (but avoidance of their fat);

•increased consumption of fish;

•reduced consumption of fats and oils (except, perhaps, those rich in linoleic acid);

•reduced consumption of sugar and sugar-containing foods and alcoholic drinks.

On February 11, Dr. Myron Winick, at the University of British Columbia spoke on "Nutrition and Mental Development." Dr. Winick is R. R. Williams Professor of Nutrition, Professor of Pediatrics and Director, Institute of Human Nutrition, Columbia University, College of Physicians and Surgeons, New York City.

Dr. Winick spoke of the enormous rate of the increase in world population, and that most of the children will be exposed to under nutrition during their most formative years. Malnutrition is a major contributing cause of death in many children — Infectious disease such as measles may be fatal in the undernourished child.

Another aspect of the problem is that there is mounting evidence that the child who survives a period of severe malnutrition may be seriously handicapped — in physical and mental development.

Dr. Winick said "that data derived from animal experiments, and reinforced by available evidence from human studies, suggests there is a critical period of brain growth in early infancy when the brain is extremely vulnerable to the effects of malnutrition. Malnutrition at this period, can interfere with the normal sequence of cellular chemical and functional growth of the brain. The damage can be permanent."

From News Release General Foods, Ltd.

CHEA NATIONAL OFFICE

May we remind C.H.E.A. members that 1974-75 fees are due MAY 1st.

Fees notices will be mailed in April and in order to bring our files up to date, please complete the information requested on the folder.

Fees

Active and Associate	$25.00
Retired Members*	10.00
1974 Graduates from Canadian Universities	12.50
Graduate Students**	fees may be waived

**Retired Members* — An active member who has retired from active practice in Home Economics for reasons of health or age and who has paid fees for a total of 20 years may apply to the Executive for membership as a retired member. (Applications from National office).

***Graduate Students* — Membership fees for graduate students who are members of C.H.E.A. may be waived for a maximum of three years. (Applications from National office).

Directories

C.H.E.A. Membership Director 1973	
Members for non-commercial use	5.00
Commercial purposes	100.00
HEIB Roster 1973	25.00

C.H.E. Journal

Due to circumstances beyond our control some new 1973-74 members did not receive the July and October 1973 issues of the Journal. If you missed yours, please contact the National office. We will do our best to provide the copies you didn't receive.

Anyone spring cleaning, and discarding old copies of the Journal, please send them to the National office.

Thank you.

J.B .

CIRCLE THESE DATES

July 3 - 5, 1974 — CHEA Pre-convention Workshop — Family Dynamics — Victoria, B.C.

July 7 - 12, 1974 — CHEA Convention — Gateway '74 — L'Horizon — Vancouver, B.C.

1976 — International Federation of Home Economists Congress — Ottawa. July 19 - 23.

April 21 - 24, 1974 — Canadian Foodservice, Hospitality and Educational Exposition — Canadian Restaurant Association, C.N.E. Park, Toronto.

Editor's Error

The Abstracts in the January 1974 Journal were credited to the University of B.C. Our apologies but the staff of the Department of Home Economics, University of Prince Edward Island did prepare these abstracts. Again, sorry.

MEMBERSHIP

NOW is the time to renew your membership and recruit new members. These next two years will see a change in focus for CHEA as our professional organization. In order that all facets of our profession be represented a substantial increase in membership is essential. *ACT NOW* so that CHEA will be the strong national voice of our profession!

What's New

By Marjorie Elwood

Chicken Fixin's

Reckitt & Colman have come up with the logical answer to preparing an easy skillet chicken dish — French's Chicken Fixin's. There are two varieties, 1) This is for a chicken noodle dinner and consists of delicate egg noodles and a tasty vegetable sauce. To this you add 2 lbs. browned chicken pieces. This dish is reminiscent of the creamed chicken of grandmother's day; 2) This is for an Italian chicken dinner and is a combination of fusilli macaroni and a zesty vegetable sauce. You also add 2 lbs. browned chicken to this mixture. It has a true Italian flavour and will be enjoyed by most everyone. Both of these packaged mixes for skillet dinners are available nationally and retail for about 59 cents.

View of Both Sides

In response to a consumer group suggestion that they would like to see both top and bottom sides of prepackaged meats, Miracle Food Marts has introduced a "super-vue" tray. These trays offer not only greater visibility and freshness protection but also help with the pollution problem because the trays are made of natural fibre and are biodegradable. So they have been given high ecology rating. These trays allow customers to see all of the top and sides of the packaged meat and the lattice-type base exposes at least 83 per cent of the bottom of each cut (without fogging or misting). They keep the meat fresher for a longer period of time because they are porous and designed to allow cold air to circulate freely around the meat. Tests on the "super-vue" trays are being made in Miracle Food Marts in London, Windsor, Sarnia and Cambridge stores. Our own Helen Gagen is the Consumer Advisor for Miracle Food Marts and can be reached in Toronto at 416-481-4438.

Six Plus Two

Added to the six delicious dinners already on the market, Betty Crocker Kitchens have added two new ones — Hamburger Helper Lasagna Dinner and Hamburger Helper Shortcut Spaghetti Dinner. The former includes lasagna macaroni and an Italian style tomato sauce. The second (exclusively Canadian) has shortcut spaghetti and a seasoned tomato and Parmesan cheese sauce. Each dinner with its "1 package — 1 pan — 1 pound ground beef" has a family appeal. They are available nationally at a suggested price of 59¢.

Adventure Dinners

Libbyland Adventure Dinners, now boast new contents and packaging in a second phase of the product improvement program which is a way of life at

Libby, McNeil & Libby. Libbyland Safari Supper now features two chicken cutlets, Alpha-Getti and more French Fries as well as the corn in butter sauce and chocolate pudding. Libbyland Sundown Supper now has two beef steakettes and beans in tomato sauce, corn, more fries and chocolate pudding. The Pirate Supper has a larger hot dog, spaghetti and meat balls, corn, more fries and pudding. All of these dinners are in distribution in all provinces except Saskatchewan and the Maritimes. They range in price from 79¢.

Newburg & Hawaiian

These are two new varieties of the Fry Pan Dinners produced by Libby, McNeil & Libby of Canada, Limited. The Fry Pan Hawaiian consists of a pouch of seasoning, a packet of long grain rice, and a can of delicious sweet-and-sour sauce with chunky pineapple. All the cook adds is a pound of ground beef. The Fry Pan Newburg has a pouch of seasonings, a packet of egg noodles and a can of vegetables in cream sauce. The cook adds only a 7½ oz. can of tuna. This makes four of these add-the-meat packaged dinners that Libby's have on the market today. Their popularity is growing fast. Their price range is 89¢.

Pizza-Getti

A Libby spaghetti in a pizza flavoured tomato sauce, designed especially for children between the ages of 8 and 11. Even the labels on the cans were selected by youngsters themselves. Pizza-Getti is in nation wide distribution and retails for 29¢.

Mix and Topping

Like their "Tuna Helper", Betty Crocker has produced a "Fruit Helper" that helps change canned fruit into a creamy crunchy dessert in just 90 seconds. There are four different delicious flavours — vanilla, lemon, coconut and strawberry which can be combined with the canned fruit of your choice. In taste-testing these "Fruit Helpers", we especially liked the puddings resulting from using the vanilla one with crushed pineapple, and the strawberry one with cherries. They might be described as having a texture of soft gelatine with a real crunchy topping. In national distribution since January, each 6 oz. package retails for about 55 cents.

A Taste Sensation

Cheez Willikers from General Mills are all they claim — a taste sensation, and a perfect snack for special entertaining. They are shaped like rounded potato sticks, and are a blend of Canadian Cheddar and premium Gouda that is delightful. Canadian Cheddar Cheese Snack is the generic name for this new product which is sold in 5 oz. packages at about 53 cents. I recommend them highly.

Disposable Aprons

"Laundered aprons cost a much as 40 cents each, while our disposable aprons are half that price" — a quote from the assistant product director of the

Chicopee Manufacturing Co. that makes disposable aprons for institutional use. Made of Miracloth and with strong neck straps and waist ties, these white kitchen aprons are available through restaurant and paper supply houses. For further information contact: Marina Sturdza, J. Walter Thompson Company, Limited, Floor "D", Place Bonaventure, Montreal 114, Quebec.

Dual Measurements

"Dual system measures are now being phased into our production line" — this is information given to me by Wendy Sanford, Manager, Home Economics Department of Corning. Along with this message came a dual measuring cup marked 1.0 litre/32 oz. For anyone concerned about the two being equal, Wendy stated that there was a 5% plus or minus tolerance allowed for the household measures. There will be three sizes available. 4 cup/1000 ml (1.0 litre) $1.59; 2 cup/500 ml $1.19 and 1 cup/250 ml .79¢. Because of the scarcity of manufacturing materials, these dual measuring cups will not be available all across the country immediately, but certainly will be in the not too distant future. But we don't have to worry too much because the changeover to the metric system will take about five years anyway.

Scotch Broth Mix

Lawry's Foods of Canada have produced a Scotch Broth Mix that makes a real down-to-earth flavourful soup. It is quickly prepared by adding the contents of one of the two 2¾ oz. packets of dried ingredients in the box to three cups of boiling water and simmering for 15 minutes. Of course it contains lots of barley, as well as carrots, potatoes, celery and seasonings. It makes an excellent base ingredient for chili and also for a meatball dish. It is in coast-to-coast distribution and sells for about 43 cents.

Technology Alters Nutrition

Several soil pesticides have been found to significantly improve the carotene (pro-vitamin "A") content of various vegetables — this is pointed out by W. A. Gartner in Food Technology published in Australia. On the other hand, there is some evidence that the acidity of tomatoes has declined since new varieties suited to mechanical harvesting have been developed. Such decline in acidity is frequently accompanied by a decline in ascorbic acid content of the tomatoes.

Beer and Wine for the Aged

Dr. Thomas B. Turner, of Johns Hopkins University School of Medicine, wrote in the Journal of the A.M.A. about the controlled studies of the use of beer and wine. A group of 20 patients were given one or two glasses of wine daily and a similar group were given grape juice. After three weeks the groups switched their beverages. In both groups, but especially in the wine group, there was a marked increase in social interaction. This is important because aged patients tend to sit alone and not communicate with anyone. In another study 34 senile men were given a bottle of beer daily and tender loving care. The result

was those restrained in jackets dropped from 26 to 4 and the number of ambulatory patients rose from 7 to 25. This was substantiated by the results of another study of elderly men given a daily bottle of beer. They became more alert, friendly and communicative, but these characteristics quickly deteriorated when the beer ration was stopped.

Frozen Pie Baking

Frozen pies will have a soggy, underdone bottom crust if package directions are not followed. The manufacturers of frozen pies usually recommend baking them on an aluminum cookie sheet. This helps to conduct heat to the bottom crust for better browning.

Borden's New Hot Chocolate

In 1950 Borden's developed a Hot Chocolate. Recently they have made available a companion product — an instant Hot Chocolate containing marshmallows that makes a delectable hot drink. All you do is empty the contents of one packet into a cup, add hot water and stir. There are ten packets in a box which retails for about 75 cents. In addition to the hot chocolate mix, the cardboard box has very useful household conversion tables printed on the inside in both English and French — these make a future handy reference for metric measures.

Floor and Furniture Care

Late last year S. C. Johnson and Son brought on the market a remarkable one-step floor care product "Mop Magic". It cleans and shines as you damp mop hardwood or linoleum floors. It is available in two sizes — a 16 oz. at 88 cents and a 32 oz. at $1.69. About the same time, their "Regard" was introduced. This revitalizes and preserves wood surfaces, paneling, cabinets, doors and woodwork. Also it effectively removes such household soils as heating fumes, finger marks, and smudges, crayon marks and other oil-based soils. Both "Mop Magic" and "Regard" are available nationally.

New Members — November 1973

British Columbia

Miss Sandra J. Gargett, #6, 2104 — West 37th Ave., Vancouver 13 — Teacher

Mrs. Elfrieded L. Juri, 1130 Cortell St., North Vancouver — Teacher

Mrs. M. Geraldine Kuster, B.C. Hydro, 820 Pandora Ave., Victoria — HEIB

Miss Dorothy E. Lorimer, 731 West 53 Ave., Vancouver — Teacher (1973 Graduate)

Miss Helen B. Takach, 1307 West 50th Ave., Vancouver 14 — Teacher (Reactivated)

Miss Patricia S. Towstyka, #104, 1150 West 12th Ave., Vancouver — Teacher

Alberta

Miss M. Jane Carlyle, Box 38, Cardston — Extension Home Economist

Mrs. Sharon R. V. Pisesky, 7212 - 96B Ave., Edmonton, Sessional Lecturer, University of Alberta

Saskatchewan

Mrs. Betty Ann Deobald, 404 - 109 St., Saskatoon (1973 Graduate)

Miss Mary Louise Heberlee, Box 362, Eastend — Teacher

ONTARIO

Mrs. M. Kathryn Biondi, 360 Sandys St., Apt. 106, Chatham — Extension (1973 Graduate)

Miss Beth M. Christie, Home Service Dept., The Provincial Gas Company, 15 Church St., St. Catharines — HEIB (1973 Graduate)

Mrs. Betty M. Cole, 33 Rosehill Ave., Apt. 2005, Toronto — Teacher (Associate)

Mrs. Paulette Corbeil-Couture, 15 - 392 Miller Ave., Ottawa — Student (1973 Graduate)

Miss Susan P. Donnan, 205 Willard Ave., Toronto (1973 Graduate)

Miss Joanie P. Eberle, Union Gas, 109 Commissioners Rd. W., London — HEIB (1973 Graduate)

Ms. Sandra M. Fraser, 701 - 810 Edgeworth Ave., Ottawa — Teacher (Reactivated)

Mrs. Nancy E. Gordon, 2 - 226 Gladstone, Ottawa — Teacher (Associate)

Miss Jennifer K. Heck, 803 - 565 Avenue Rd., Toronto — HEIB

Mrs. Huguette Lanthier, 136B Bruyere, Ottawa — Lab Assistant (1973 Graduate)

Miss Myrna S. Lantz, 207 - 36 Herkimer St., Hamilton — HEIB (1973 Graduate)

Miss Kate Ann Wahl, 33 - 45 Benjamin St., Belleville — Extension

Miss Jean M. Whitty, R.R. 3, St. Catharines — Head Dietitian (Associate)

Quebec

Mrs. Brenda D. Paskaruk, 722 - 130 De La Barre, Longueuil — Teacher

Miss Anna M. Protheroe, 3463 Ste.

Famille St., Montreal — HEIB (1973 Graduate)

Mrs. Beverly Rue, 1058 Forant, Longueuil — Teacher

New Brunswick

Miss Vicki A. Livingston, 63 Queen St., P.O. Box 782, Sussex — Extension (1973 Graduate)

Nova Scotia

Mrs. Raymond Jefferson, 33 Chestnut Ave., Wolfville — Homemaker (Reactivated)

Mrs. Dorothy M. MacDonald, 32 Fairview St., Sydney — Teacher

Miss Patricia L. Morrison, 164 Gray St., Sydney — Teacher (1973 Graduate)

Newfoundland

Mrs. Jill Whitaker, Box 5, R.R. 1, Portugal Cover — Homemaker (Reactivated)

Outside Canada

Mrs. Lousia Wong, 67 Beacon Hill Rd., 5/F, A-1, Kowloon, Hongkong 6

New Members — December 1973

British Columbia

Miss Sheila M. Hunter, Apt. 315, 112 - 4th Ave. N., Williams Lake — Teacher (1973 Graduate)

Ontario

Miss Marion L. Potter, 77 Botfield Ave., Islington M9B 4E3 (1973 Graduate)

Nova Scotia

Miss Deborah M. Burbine, 53 Woodland Ave., Dartmouth — Instructor, Food Service Supervisor (1973 Graduate)

New Member — January 1974

Manitoba

Mrs. Louise C. MacGregor, Manitoba Hydro, Box 815, Winnipeg — Home Service Supervisor (Reinstated)

Ontario

Miss Sharon M. Henderson, R.R. 1, St. George — Extension (1973 Graduate)

Mrs. Brendalyn J. Young, 841 N. Harold St., Thunder Bay F — Dietary Assistant (Associate Member) (1973 Graduate)

Nova Scotia

Miss Suzanne C. Swinden, National Sea Products, P.O. Box 910, Lunenburg (1973 Graduate)

A.C.H.E.S. CONVENTION

Marnie Foster
University of Guelph

It is now several months since the Association of Canadian Home Economics Students Convention was held at the University of Guelph. Looking back from this perspective of time, what were the highlights of the convention? Have the events had an impact on the thirteen universities represented from across Canada?

When planning the convention, it was felt that this would be a crucial event in the history of the association. A.C.H.E.S. has existed for several years, yet relatively little of substance had been accomplished. On the basis of responses from A.C.H.E.S. clubs across Canada, it was apparent that serious questioning about the value of the association was taking place. If A.C.H.E.S. was to survive, it was felt that a revitalization and/or a change formulated in very concrete terms had to be made. Hence, the theme "New Directions" was selected.

In keeping with the theme, the keynote speaker was Dr. Marjery King, Executive Director of the Canadian Council on Children and Youth. Because of the response to her address at the November, 1972 meeting of Deans and Directors of University Home Economics Programmes in Canada, we felt that Dr. King would be a valuable speaker. Her discussion of the various types of leadership, of the teamwork approach and of possible directions the association could take were most stimulating. The ideas of becoming issue-oriented and of using an interdisciplinary approach to problems sparked interesting discussion.

The same day, we had an opportunity to view, in action, the interdisciplinary approach of which Dr. King had spoken. We went to McMaster Medical Centre in Hamilton, because it was both a good example of how many facets of Home Economics are linked together and a demonstration of how an established profession (medicine) had attempted to update and to redirect itself in view of new technology and societal demands. We had a tour of the spectacular building and saw the family health clinics, the playroom and the food services. In an attempt to provide total patient care, professionals from several fields work as a team. It was particularly enlightening to talk with professionals from various teams about how they personally had gained from the new team approach and about what they viewed as its successes and shortcomings.

The following day, presentations of the student clubs at Guelph's College of Family and Consumer Studies and of current research conducted at several universities across Canada were given. A continuing theme of the need for teamwork was present throughout many of the talks.

A couple of very interesting areas were discussed as a result of the presentations. First of all, the feasibility of exchange programmes was of interest. A Guelph student

who had conducted graduate research in Ghana and a Ghanaian studying in Guelph discussed the problems and rewards of international exchanges. The probability that even within Canada often students are not aware of programmes offered outside their own university was raised. A need to inform ourselves about the courses was seen. Because of the opportunities for academic and personal growth derived from meeting and working with people of different backgrounds, the value of both undergraduate and graduate exchange was recognized.

Although the presentations offered were very interesting, it was felt that a more efficient means of informing each other about current research could be found. The time spent at the convention might be more valuably spent discussing broader issues and developing policy than hearing about specific research which may not even always be of immediate interest to all individuals in attendance.

An example of a broader issue discussed was the presentation on student apathy conducted by students from Ryerson Polytechnical Institute. Apathy was seen as resulting from a lack of interest, from a fear of responsibility and/or from a fear of losing independence. The Ryerson students felt that people would be attracted to an organization if it were personally rewarding, if it provided an opportunity for socialization, or if it had power. Based on these ideas, it was recommended that A.C.H.E.S. should consider exchange trips and regional conferences, establishment of guidelines for delegate selection and responsibilities, development of an operating budget and establishment of a communication committee to look after a newsletter.

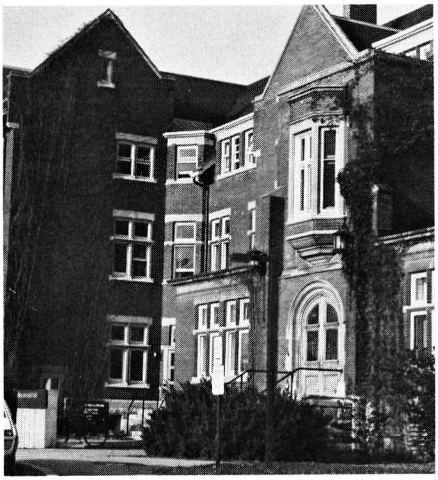
Throughout the convention, social gatherings provided both fun and valuable opportunities to discuss the days happenings. At a wine and cheese reception the first evening, the objectives of the next three days were outlined and the delegates had an opportunity to meet each other as well as President Winegard, Dean Wardlaw, Dr. King and College Chairmen.

The informal discussions which occurred the following night at the Coffee House were probably the most valuable in learning about each other's ideas and reactions to events that had taken place to that time. Lively discussion revolved about the purpose of A.C.H.E.S., whether it served any need, and whether or not it was a viable organization.

Two opportunities were given to meet other University of Guelph students. Pot-luck suppers were held at the homes of several Guelph students. One evening we held an Oktoberfest Pub which was open to the university. A really lively German band contributed to a super evening. The delegates had a chance to mingle with other students and to enjoy some of the ethnic influences of this area of Canada.

Based on discussions of the previous three days, several important decisions were made at the business meeting. The most crucial motion of the meeting dealt with the future of A.C.H.E.S. After serious thought, it was decided that A.C.H.E.S. does fulfill a useful purpose and that it should not be dissolved. Instead, it was agreed that A.C.H.E.S. request student membership in C.H.E.A. By becoming more closely affiliated with C.H.E.A., it was felt that A.C.H.E.S. could improve communication. The *C.H.E. Journal* and *C.H.E. Newsletter* would be more widely used for student research and information. As student members we would be eligible to present and to vote on issues of concern of C.H.E.A. Conventions. By involving students more in C.H.E.A., it would strengthen the organization. Hopefully, as a result, professional

Organizers of A.C.H.E.S. Students' Conference. From left, Lucille Bryk, Marnie Foster, Laurie Ball, Shannon Doherty, Joan Dewar, Jane Cunningham and Pat Davison.



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One of the Quieter Moments — in the Mac Hall Lounge

membership within C.H.E.A. would eventually increase. It was also felt that if students were to seek membership in C.H.E.A., student representation on the C.H.E.A. Task Force examining and redefining C.H.E.A. would be desirable.

To improve communication and course awareness, each university is to send a newsletter once a semester to each of the other universities involved in A.C.H.E.S. These will include current events, research and course outlines.

In an effort to increase continuity, A.C.H.E.S. representatives are to be chosen once a year and will be responsible for A.C.H.E.S. activities and communications throughout that year. In this way, it is hoped to make A.C.H.E.S. an active programme not just a convention held once a year.

Looking back, from the moods and good-byes after the closing banquet, from the thank-you letters and newsletters received by the Guelph Convention Committee, and from the responses of professional visitors and professors on the quality of the students' presentations, contributions and ideas, the convention can be termed a success. However, success will be realized not by this convention alone, but by future work, unity and directions of A.C.H.E.S. Greater student participation at C.H.E.A. conventions and issue oriented conventions such as around the problems of pensioners are but two suggestions for the future. The enthusiasm has been created; let us continue throughout the year and next fall in Ottawa to concretely realize the ideas generated.

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BOOKS

LET'S COOK IT RIGHT, LET'S HAVE HEALTHY CHILDREN, LET'S EAT RIGHT TO KEEP FIT, LET'S GET WELL

Adelle Davis

Adelle Davis has probably made more people aware of nutrition than any other author. Her talent lies in her ability to make nutrition, that boring subject, into an interesting topic. It's unfortunate that more nutritionists can't do likewise. In fact, Adelle seems to almost mesmerize her audience with her knowledge of nutritional theories. Even for the trained person, it is difficult to separate fact from fiction as she presents theory after theory. After a while, you almost believe her. On closer examination you will see that many of her theories are outdated, incorrect and unsubstantiated.

Adelle Davis attacks the lack of nutritional knowledge in doctors, a fact that is becoming more and more apparent, but then she bases her books on the work done by these same doctors. But she doesn't stop there. She goes on to diagnose and prescribe for various ailments, from arthritis, to mental disorders, to cancer.

Her books contain many discrepancies. There are few references for the many studies she mentions. Those she does give show how outdated they are. Her information on cholesterol came from work done in the 40s or 50s with some in the early 60s. We know that the major work on cholesterol has been completed only in the last few years. "Authorities *now* agree" she says, but *now* is 1956. Checking back, we find that many of the studies she quotes were not scientifically controlled, or Adelle herself has reached a different conclusion than the scientists involved in the study. Sometimes she doesn't tell us the complete story. Of course an animal will die if only given enriched bread, but this doesn't mean that enriched bread is poison. That same animal will die if only fed her stone ground bread, or if kept on a diet of just about any single food, instead of a diet that is balanced with several different foods. Adelle presumes that if a nutrient works a certain way in animals, then it must work that way in humans. This isn't necessarily true, as anyone that has studied the Vitamin E question will tell you. Human requirements can't be compared with animal requirements. Even different species of animals react differently.

Adelle recommends huge amounts of vitamin and mineral supplements, ignoring the fact that many of these can be toxic. Excess Vitamin A and D are definitely toxic. Excess water soluble vitamins can strain the excretory organs. Large amounts of torula yeast can precipitate gout. Never once does she give us proof as to why fertilized eggs are superior, what enzymes and hormones are destroyed during pasteurization, why inorganic fertilizer is superior. Her statements are sprinkled

with the words "probably, possibly, often, sometimes, seems, appears," not very definite words for solutions to all our problems.

Adelle Davis may be interesting, but she isn't accurate or truthful. Recommended for the professional who may have to refute some of her claims.

Joan M. Winfield
Home Economics Consultant
Toronto

BASIC PATTERN — THE MAGIC TOOL

Williams, Helen W.,
Iowa State University Press, Ames, Iowa.

This instruction book provides a comprehensive view of methods of measuring, selecting correct pattern size, figure adjustments, making and fitting the basic muslin pattern, as well as using the basic pattern to assure proper fit of any commercial pattern.

The author advised using the frame measurement to select the correct pattern size. This measurement is taken around the body under the arms and above the full part of the bust. Mrs. Williams believes the key to perfect fit is to use the frame measurement to choose a basic pattern from which a muslin pattern is made and adjusted precisely to personal measurements. The muslin pattern is then used to determine the necessary alterations on commercial patterns.

The information and illustrations on taking measurements, and comparing personal measurements with pattern measurements are clearly outlined. A helpful reference chart is included to indicate the amounts of ease required for different parts of the figure.

The author uses an unconventional approach to many of the alterations, putting very little emphasis on grain lines. The majority of the alterations involve enlarging which is often required when one uses the frame measurement to select her pattern size. The author's discussion of the need for various alterations could be more explicit and some of the instructions are vague. The diagrams are quite clear and are conveniently arranged opposite the written instructions, but occasionally they do not correspond with the instructions. The section regarding comparison of the basic muslin with various design features in commercial patterns might be of use to the experienced dressmaker.

Although the contents are very comprehensive, the author falls short on adequate information on fitting and altering pants. It would be highly beneficial if this topic was dealt with more thoroughly since today pants are as much a part of the wardrobe as dresses.

According to the introduction this book was written for any woman who sews; however, it would be more useful to the reader if she had some background knowledge of fitting and pattern alteration. It could be best used by a clothing instructor.

Nancy Simpson, Clothing Section,
Home Economics Branch,
Ontario Ministry of Agriculture and Food

ART AND FASHION IN CLOTHING SELECTION

by Harriet T. McJimsey,
Iowa State University Press,
1973, 284 pages.

This new title from the recently retired Professor McJimsey of Iowa State is actually a second edition of her well-known 1963 book, "Art in Clothing Selection", (itself initially appearing in 1956 as simply "Clothing Selection"). This evaluation of a basic "how-to" format by, first, an infusion of art principles, and then of the fashion implications of current social change, is a mirror of the changes in emphasis that have been occurring in the clothing areas of Home Economics programmes. In current curricula, tidy sets of rules about planning wardrobes and combining colours are totally anachronistic, and have been swept aside (where they even existed) by the present concern with the significant role that dress has been playing in the dramatic social change of our era. This role has been creatively explored by many authors, notably Moira Johnston, Marilyn Horn, James Laver, even Marshall McLuhan. The updating of this book is an attempt to acknowledge such changes and restore relevance, and in this the author has been only partly successful.

The most notable change is the inclusion of two new sections, one a review of cultural and sociological developments occurring today and the relationship of clothing to them, right up to the youth culture and Women's Liberation. The other is a straightforward description of the fashion industry, mainly Paris and New York, with brief sketches of fashion 'greats'. Both are quite limited in scope and are dealt with more effectively in other sources; however both are at least accurate and well organized, and serve to extend the scope of the book as an introductory text.

Gone, happily, are the earlier chapters on wardrobe plans, purchasing tips, and rules about personal appearance and even deportment! There remains a lot of emphasis on the selection of clothing in relation to one's figure, and one's personality — the Yin and Yang syndrome. Some of this material has practical utility, and possibly young people today are more eager for such information than they appear to be. Yet are not newspapers and magazines more satisfactory vehicles for such material, where at least currency can be maintained?

The book's main strengths were and still are in the chapters on design theory and colour, which are thorough yet concise, and less vulnerable to dating or personal bias.

The art work has been mostly updated and is adequate, but the amount is skimpy, and the few photographs used are of inferior quality.

This book now has considerable breadth, but lacks depth in a number of areas. It works hard but does not sparkle. It has obviously been prepared for use as a general introductory text, but I think that the need to rely on such an aid, (even a superior one, which this is not) might be questioned today, when there is available such a wealth of timely and exciting material on clothing from a great range of sources.

January 8, 1974.

Betty Ann Crosbie
Faculty of Food Sciences
University of Toronto

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AN EVALUATION OF THE USE OF RECIPE BOOKLETS TO PROMOTE BEEF[1]

by
Michael E. Stiles, Sheila C. McFadyen[2]
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Foods and Nutrition
School of Household Economics
The University of Alberta
Edmonton, Alberta T6G 2E2

Abstract

Recipe booklets were used by the Alberta Cattle Commission to promote beef in 1971. Beef recipe booklets were distributed to householders interviewed in a 1971 beef attitude study. A sample of 277 of these householders was interviewed in 1972 to determine the use of these booklets and additional information about recipe sources and usage. Of these, 181 reported receiving booklets, but only 74 (41%) of these respondents had tried recipes from the booklets. However, 70% of the respondents indicated that their families enjoyed trying new meat recipes. *Between socio-economic group* and *between city* differences were noted in preferred sources of recipe information. The most used source of recipes was cookbooks, followed by magazines, friends and newspapers. In Vancouver there was much higher usage of newspaper recipes than in either Calgary or Edmonton. Booklets were considered a relatively poor method of promoting beef.

Introduction

Recipe booklets and leaflets are frequently used to promote foods in the retail market place, and represent considerable advertising expenditure by food companies and agricultural commodity groups. The effectiveness of these materials for the promotion of foods does not appear to be documented in the technical foods literature. In 1971, in conjunction with a beef attitude study (McFadyen, 1972), a set of 4 recipe booklets[3] was offered to respondents in Calgary, Edmonton and Vancouver. At the same time, the booklets were distributed throughout Alberta, through retail meat outlets. The 8-page booklets (4½ x 5 inches) on glossy paper had a cover colour photograph, and featured recipes for roasts and steaks, casseroles, meat loaf, and barbecuing.

Methods

In the summer of 1972, selected households from a 1971 beef attitude survey were re-surveyed to determine the use of the recipe booklets. The questionnaire used in the recipe booklet survey is shown in Table 1.

Sampling for the recipe booklet evaluation study was based on the 1971 survey (McFadyen, 1972) which was

designed to include consumers from low, medium and high socioeconomic groups, based on studies by Ossenberg (1967), Kupfer (1967) and Bell (1965) for Calgary, Edmonton and Vancouver, respectively. Sample areas showing a high response frequency in the 1971 survey were preferentially selected and randomly sampled in this study.

Sampling was designed to give approximately 100 respondents in each city, with socioeconomic groups equally represented. The interviews were conducted in the respondent's home by two experienced interviewers, trained to conduct this study.

The data were examined for *between city* and *between socioeconomic group* differences. For the socioeconomic group analysis, respondents were reclassified into socioeconomic groups, according to the method used in a beef attitude study (McFadyen, 1972), as shown in Table 2.

Results

The survey of the beef recipe booklet usage in 1972 included 277 of the 1469 households surveyed in 1971. The distribution of the respondents between cities and socioeconomic groups (re-classified) is shown in Table 3. The largest group within each city was the medium socioeconomic group, but in Vancouver the low socioeconomic group was also large, in fact, almost equivalent in size to the medium socioeconomic group.

Of these 277 interviews, 181 reported receiving the recipe booklets. The 96 respondents who reported that they did not receive the booklets were primarily new residents at that address; others had refused the booklets in the previous year, or someone else in the household had completed the survey, or there was no knowledge of having received the booklets.

Calculations based on the 181 respondents who reported receiving the booklets indicated that 41% had tried recipes in the booklets. The greatest usage was by the medium socioeconomic group: 54% of this group recorded using the recipe booklets, compared to 37% and 30% for the low and high socioeconomic groups, respectively. The frequency of recipe booklet usage was calculated as 36% for Edmonton, 45% for Vancouver and 49% for Calgary respondents.

The distribution of the 181 respondents between those whose families enjoyed trying new recipes and those whose families did not enjoy trying new recipes, is shown in Table 4. Of the 107 respondents who did not use the booklets, 42 (40%) indicated that their families did not enjoy trying new recipes. The remaining 65 respondents (60%) indicated that although their families did enjoy trying new recipes, they had not used the booklets.

Of the 74 (41%) respondents who had tried the recipes, 70 rated them as "good" in their response to question 3 of the survey. However, only 19 out of these 74 answered question 4 which asked respondents to specify recipes used and enjoyed.

The preferred recipe sources for the total sample of 277 respondents are shown *by socioeconomic group* and *by city*, in Tables 5 and 6. A large percentage of the low socioeconomic group indicated that they did not use recipes, while the medium and high socioeconomic groups recorded relatively low percentages of respondents who did not use recipes. Cookbooks were the principal source of recipes preferred by all socioeconomic groups, their use increasing with higher socioeconomic level. Magazines were the second major source

of recipes, being used by 20% of all respondents, their use also increasing with higher socioeconomic level. Radio and TV represented an unimportant source of recipes for the respondents in this study.

The distribution of recipe source preferences shown in Table 6 was similar for Calgary and Edmonton, but differed markedly for the Vancouver respondents. This difference resulted from the large percentage of Vancouver respondents not using recipes, as well as the large percentage using newspaper recipes. In Vancouver, the use of cookbooks and newspaper recipes was almost equal. The increase in the use of newspaper recipes in Vancouver was observed for all socioeconomic groups.

Discussion and Conclusions

Of the 181 respondents in this study who recorded receiving the recipe booklets, 70% indicated that they liked using new meat recipes, yet only 41% of these respondents reported actually using the recipe booklets. This observation is in agreement with the finding of the U.S.D.A. study by Weidenhamer, Knott and Sherman (1969), that the majority of respondents expressed an interest in new recipes, but that only 30% of the respondents had actually tried a new meat recipe in the 3 months prior to the study. They also noted that the respondents trying new recipes were generally the younger respondents with higher levels of education and income.

For the recipe booklets distributed with this study, their use was greatest by the medium, less by the low and least by the high socioeconomic group.

Cookbooks were the main source of recipes for all socioeconomic groups, particularly for the high socioeconomic group. Cookbooks were followed by magazines, friends and newspapers in declining order of importance as sources of recipes. In Vancouver, however, newspapers represented the second most important source of recipes, and compared closely with the importance of cookbooks. Although the importance of newspapers generally appeared to be associated with the low and medium socioeconomic groups, the increased use of newspapers by all socioeconomic groups in Vancouver indicated that this was not a socioeconomic effect alone. The difference might be attributable to the regular food features in the Vancouver daily newspapers, compared to the Calgary and Edmonton newspapers, which have only occasional food columns featuring recipes.

From this study it was apparent that the consumers most likely to use the recipe booklets were those in the medium socioeconomic group. However, the results indicate that there was only limited usage of these recipe booklets, and suggest either that alternate sources of recipes were preferred or that booklets of this type have limited value for promoting beef.

The results of this study suggest four possible approaches to promotion through recipe information:

(i) a quality cookbook of beef recipes, especially intended for medium and high socioeconomic groups, in which the factors influencing consumer acceptance of beef (McFadyen and Stiles, 1972) are fully applied;

(ii) supplying recipe information to food editors of newspapers carrying regular food features with recipes;

(iii) supplying recipe information to magazines;

(iv) studying methods of communicating recipe information to low socioeconomic consumers, with special emphasis on economy and acceptance.

While recipe promotion of foods might have considerable potential, it appears that further study is necessary to achieve the greatest benefit.

Acknowledgements

The valued assistance of Janine Cunningham and Mary Ann Olson with the data collection is gratefully acknowledged.

Table 1. School of Household Economics, Beef Recipe Follow-up Survey.

1. Did you, or someone in this household, complete one of these "Beef Attitude Surveys" last summer?

   Yes____ No____

2. Did you receive one or more of these recipe booklets at that time or from some other source?

   Yes____ No____

   If NO, offer respondent a set of the recipe booklets and proceed to Question 6.

3. Which of the statements on these cards best describes your reaction to these recipes after trying them?

   — too complicated ____
   — too many ingredients ____
   — not new ____
   — good ____
   — haven't tried any yet ____

4. Which recipe did you enjoy most? ____
   least? ____

5. Does your family enjoy trying new meat dishes?

   Yes____ No____

6. Where do you get most of the new recipes which you try?

   A cookbooks ____
   B radio/TV ____
   C newspapers ____
   D magazines ____
   E friends ____
   F don't use recipes ____
   G other ____

Table 2. Classification of socioeconomic groups

Socioeconomic Group	Income	Occupation	Education
Low	\$ 7,000	— Unskilled — Unemployed — Retired	— No technical, vocational, or apprenticeship training
Medium	\$ 7,000 - \$ 9,999	— Skilled — Retired	— Completed technical, vocational, or apprenticeship training
High	\$10,000	— Professional — Management — Retired	— No specifications

Table 3. Distribution of re-classified respondents by city and socioeconomic group.

City	Socioeconomic group: Low	Medium	High	Total
	Number of respondents			
Calgary	22	51	18	91
Edmonton	26	47	24	97
Vancouver	35	40	14	89
Total	83	138	56	277

Table 4. Recipe booklet usage by respondents whose families enjoy or do not enjoy trying new recipes.

	Number of respondents who:		
	Tried recipes from booklets	Did not try recipes from booklets	Total
Families Who:			
Enjoy trying new recipes	61	65	126
Do not enjoy trying new recipes	13	42	55
Total	74	107	181

Table 5. Preferred sources of recipes for the 277 respondents by socioeconomic group (percent).

	Socioeconomic group			
Source	Low	Medium	High	Total
	Percentage of respondents			
Do not use recipes	24	6	4	11
Cookbooks	26	38	46	37
Magazines	17	20	25	20
Friends	6	19	14	14
Newspapers	12	13	4	11
Radio/TV	4	0	2	1
Other	11	4	5	6
Number of Respondents	83	138	56	

Table 6. Preferred sources of recipes for the 277 respondents by city (percent).

Source	Calgary	Edmonton	Vancouver	Total
	City			
	Percentage of respondents			
Do not use recipes	3	7	22	11
Cookbooks	40	42	27	37
Magazines	22	28	10	20
Friends	19	14	10	14
Newspapers	7	2	25	11
Radio/TV	1	2	1	1
Other	9	5	5	6
Number of respondents	91	97	89	

footnotes:

1. Supported by funds from the Alberta Cattle Commission and the Alberta Agricultural Research Trust grant no. 28136.
2. Present address: Marketing Division, Alberta Department of Agriculture, Edmonton.
3. Sponsored by the Canadian Cattlemen's Association, the Alberta Cattle Commission and the Ontario Beef Improvement Association.

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CANADIAN HOME ECONOMICS JOURNAL

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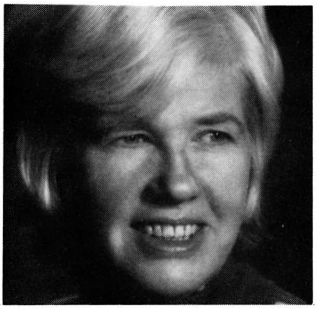
President's Message



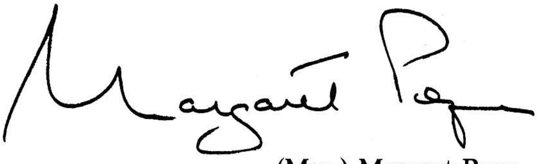
The Canadian Home Economics Association passed another kilometre stone at the 18th biennial convention in Vancouver last summer. The 600 and some delegates attending Gateways '74 lent tremendous support to our updated goals and objectives and confirmed the progressive outlook of our national organization.

C.H.E.A. programmes pivot around people. Since the last convention, competent, energetic professionals have shaped the recommendations of the Task Force charged with the responsibility of examining and redefining the Association's goals; meanwhile, the activities of the Metric Committee and the Nutrition Committee have resulted in dynamic "action programme" presentations directed respectively to the Metric Commission and the Minister of National Health and Welfare; and the editors of the C.H.E.A. Journal came up with a bright new format. Now we have left "Gateway '74" and the horizon beckons us.

Your new executive has been given up-to-date guidelines and 35 years of solid accomplishments on which to build. We promise to tackle as many relevant issues as we can possibly involve you-the members-in. Right now we need the support of every member for the Membership Drive and the Executive Director's fund if we are to develop strength in our numbers as well as in our programmes.

Home Economics is education for living; it cannot help but be a vital and stimulating profession concerned as it is with the quality of life and complex issues involved in living in today's society. If Home Economics is to have the strength and influence which it warrants in this day and age, every home economist must become involved. Besides the challenge of growth and development we have an exciting two years ahead as we prepare to welcome home economists from other lands to the International Federation of Home Economics Congress in Ottawa in July, 1976.

As your new president, I look forward in the next two years to the opportunity of planning and working with you towards our goal to promote the well being of Canadians through the diverse activities of the Association.



(Mrs.) Margret Pope
President C.H.E.A.

The Findings of Nutrition Canada National Survey and Their Implications for the Individual

Paper to the Annual Meeting of the Saskatchewan Branch of The Canadian Public Health Association, Regina, April 1974

Jean H. Sabry
Department of Family Studies
University of Guelph

Nutrition Canada is the first study of the nutritional health of the entire industrialized nation and in this respect it is a considerable achievement. Some of us may have been in the probability sample of 19,000 or so people who were surveyed. If not, that was just the luck of the draw for we might have been included. We should look on the results as applying to us as individuals. We were surveyed. Each of us contributed something in the way of tax dollars to help finance the survey. We each should have, therefore, an interest in seeing that the results of the survey are made known to as wide an audience as possible, that follow-up measures are taken and programmes developed to correct the nutritional problems shown by the survey. And we have a responsibility as citizens to apply the information to our own nutrition practices.

Field operations for the Nutrition Canada survey were conducted over a period of two years. Survey teams of medical doctors, nurses, nutritionists, medical technologists, anthropometrists, and dental hygienists went across the country surveying in every province, in summer and in winter, surveying areas above and below the poverty line, examining Canadians of different ages and different physiological states. Dietary, biochemical and clinical information was obtained and correlated to fulfill the objectives of the survey, which were — 1) to determine the prevalence of nutritional diseases in the Canadian population and 2) to determine the quantity of food items consumed by the Canadian public.

The first report, The National Survey, was published November, 1973. This has provided us with an over-view of the nutritional status of Canadians. Later reports will deal specifically with the results for different regions and with specific aspects of the data.

The Findings

Among the general population, nutrition problems in all parts of the country followed a similar pattern. No difference attributable to seasons was apparent. We must appreciate the importance of this for nutrition planning — in every region we are dealing with similar problems. Even among the Eskimo and Indian populations, the problems are similar although differing in severity and incidence from the general population.

We may not have needed Nutrition Canada to tell us that among adults, half of us are overweight. What is surprising is the fact that those of us who are overweight and those of us who are not, are apparently consuming about the same number of calories. Of every 100 men and women in the age group 20 to 39 years, 42 are

overweight on the basis of ponderal index.* In the age group from 40 to 64 years, the number of overweight climbs to 61 men and 65 women per 100. And in the group 65 years and over, the incidence is even higher, 66 of every 100 men and almost 80 of every 100 women. These figures are startling in their magnitude. The difference between those who are overweight and those who are not is apparently not one of calories. Calorie consumption was not high except for young men 20 to 39 years of age. It would seem more likely that the high incidence of overweight is due to a low level of physical activity. For most of us, our mechanized, modern life requires only minimal energy expenditure. Sedentary living has become the norm rather than the exception. It is obvious that increasing our physical activity and physical fitness should be both an individual and a national objective.

As individuals, many of us in all parts of the country at all ages suffer from iron deficiency. This was indicated in the survey both by the biochemical evaluation measures of hemoglobin levels, transferrin saturation and so forth and by dietary evaluation. Iron was consumed at less than adequate levels by half the infants and toddlers, by one-third of the older children, one-half to three-quarters of the women, and one-quarter to one-third of the men. Nutritionists have usually assumed that the iron deficiency was a problem primarily among women in the child-bearing years and among the young preschool child. The Nutrition Canada data indicate that iron deficiency plagues men as well as women and children at all ages. This is a problem that we as individuals can help alleviate by increasing our consumption of iron-containing foods. The extent of iron deficiency should also cause the government to give critical attention to the level and type of iron added to fortified foods.

Protein intake and protein nutrition were generally adequate although there were indications of a proteing deficit in some women during pregnancy and among a small portion of children under five years of age. Protein nutrition cannot really be dealt with in isolation. It is intimately associated with calorie intake. Protein can be used for protein functions such as repair and synthesis of new tissue only when calorie needs have been met. Adequate protein intake and adequate calorie intake must be considered together. We do not really know how much of the protein inadequacy indicated by Nutrition Canada is due to lack of protein *per se*, and how much due to lack of calories.

Other findings of the survey indicated a shortage of calcium and vitamin D in the diets of many children and adolescents, although no cases of rickets were observed.

Vitamin C deficiency was found among the Eskimo population and, to a lesser extent, in the Indian population suggesting that foods high in vitamin C are either not reaching these groups or are not being consumed as part of their diet.

There was no clinical evidence of vitamin A deficiency although serum values reflected a less than adequate stores of the vitamin among pregnant Indian and Eskimo women. The level of vitamin A in the diets of all age groups was considered less than adequate for large numbers of persons, particularly adolescent girls and perhaps more specially among the Indians and Eskimos than the general population.

There are two other findings of the Nutrition Canada study that should be

* height in inches
cube root of weight in pounds

mentioned, although their significance from a nutritional point of view is not clear as yet. One is that large numbers of Canadians of all ages were found to have low serum folate values. It is difficult to assess the significance of this finding since the low serum folate values were not accompanied by the anemia which is associated with deficiency of folate and vitamin B_{12}. We do not yet have enough information on the folate content of food to determine the dietary intake of folic acid.

The other was the prevalence of moderate enlargement of the thyroid or goitre in the western provinces and Newfoundland. The goitre observed is apparently not of dietary origin or urinary iodine excretion indicated adequate iodine intake.

Both these problems will require further research and study.

The Implications

The results of Nutrition Canada tell us what our nutrition problems are. They do not tell us why these problems have arisen. They tell us where changes in nutrition practices should be made; not how to bring about change.

With regard to "why there are nutrition problems among Canadians", there are undoubtedly many answers. I should like to suggest some and I shall select those that implicate the individual, in which the individual has the choice of action, or inaction.

A lack of physical activity is undoubtedly one reason underlying the incidence of overweight disclosed by Nutrition Canada. Sedentariness has become our national way of life.

in the human energy equation, energy is stored as body fat when energy intake exceeds energy outgo. The overweight adults — one-half of the adults surveyed — were overweight, even though their calorie intake differed little from that of the adults who were not overweight. In fact, within each age-sex group, the median calorie intake of the overweight persons was less than that of the non-overweight. We may conclude then that overweight occurred not because too many calories were consumed but because too few were expended in activity. Appropriate means of correction therefore would seem to be to increase energy output.

We could say that one-half of the adults in Canada, about 6 million persons, should increase physical activity. How can this be brought about? How can people, ourselves included, be alerted to the importance of exercise and encouraged to be physically more active? The Western Provinces are already setting examples with programmes that have this objective, programme RENU in Manitoba, PARTICIPACTION in Saskatchewan and ACTION BC in British Columbia. Hopefully, these programmes will continue to receive the support they need and other provinces will take a lead from the West and follow these examples.

Hiking, jogging, bicycle-riding are ways in which many of us could be more active, and would be if safe, scenic paths and routes were available. More community facilities for participatory sports, for example rinks, pools, tennis courts in small parkettes throughout towns and cities, would encourage many adults and children to be more active. As individuals, and voters, we would encourage our municipal governments to spend money for this type of community athletic facility rather than on large stadia for spectator sport.

As parents we should encourage our schools to put less emphasis on training

the few athletes on the school basketball or football team and more emphasis in helping all students to learn the pleasure of physical activity and to achieve some measure of proficiency in sports activities they can play throughout life.

Some of the nutrition inadequacy in diets of adolescents and adult women may be due to the propensity for "dieting", attempts at weight control. The relatively low calorie intake of women revealed by the Nutrition Canada data is a cause for concern. Median values ranged from around 1900 calories per day for the young adult women to 1500 calories per day for senior adult women. Low calorie intakes are a nutrition problem because very careful planning is required to ensure adequate intakes of protein, minerals and vitamins when total food intake is limited. It is difficult to achieve adequate diets under such conditions and one cannot help wondering how much of the nutritional inadequacy found in diets of adolescent and adult females is due simply to self-imposed food restriction.

We know that the nutritional state in which a woman enters pregnancy has an important bearing on the outcome of pregnancy and the health of mother and child. With respect to inadequate protein nutrition evidenced in many pregnant women the Nutrition Canada report concluded "at the root of this protein deficit is probably unsatisfactory eating practices among adolescent and adult women" and goes on to state "the importance of adequate calorie and protein nutrition prior to and during pregnancy warrants major emphasis".

In this situation dietary improvement could result from two changes: 1) increased physical activity by the adolescent, the young woman, and the older woman, if she is able, to permit greater calorie consumption and 2) a change in social attitudes on the part of society at large with acceptance of a more realistic body silhouette for females and, in consequence, a decreased social pressure to "diet".

Some of the nutritional shortcomings found by Nutrition Canada may be attributed to our failure to use nutrition knowledge and information in coping with changing patterns of food consumption. Food and eating practices have changed a great deal in the last 25 years in response to changing social conditions and advances in technology. These changes have taken place in a society largely uneducated in nutrition and perhaps not alert to potential nutritional advantages or disadvantages of new food products or new eating habits.

Canadians have, in the past decade or two, greatly increased their consumption of snack foods, soft drinks, and other non-foods which contribute calories but little in the way of vitamins and minerals. We have moved from a situation in which most foods were prepared for eating from raw ingredients in the home to one in which a large proportion of the food we eat is brought into the home already pre-prepared to some degree — frozen orange juice, cake mixes, T.V. dinners, are three examples. Our children grow up with little need or opportunity to know about food, what goes into it, how it is prepared. Many of the new foods do not fit readily into an old slot. We no longer know what food is a good nutritional substitute for another. Orange-flavored soft drink with added vitamin C does not provide the same nutrition as orange juice; sugar-coated ready-to-eat breakfast cereals do not have the same cost per unit of nutrients as the whole grain cereals we cook ourselves. We have become a snacking society. We frequently eat meals away from home, or at different hours from the rest of the family. It is less common than formerly for

families to have three meals a day together and parents feel their ability to guide children's food habits is weakened.

Think of the consumer as being all of us — women, men, teenagers, children. We all need to apply nutrition knowledge and information to improve our eating practices. We all need nutrition education. What we must stress is not nutrition teaching but nutrition learning.

The schools have a responsibility to provide opportunity for nutrition learning by both girls and boys, at all grade levels. Parents also have a responsibility to see that childrn learn good food habits in the home.

Community services, departments of health, agriculture and so forth have a responsibility to facilitate opportunity for nutrition learning by the homemaker. The homemaker has a responsibility to herself and her family to see that she seeks out and utilizes available nutrition resources.

And what about men? They need opportunities for nutrition learning too. This is one area where men could well complain of discrimination. In the public school systems, nutrition education is largely restricted to girls as part of Home Economics. Nutrition education programmes for adults have usually been directed towards the homemaker or the consumer (and especially the female consumer). And yet we know that the husband's expectations, and his food likes and dislikes determine to a great extent what goes into the family's meals. This is illustrated by a recent study on the acceptance of vegetables by young children. The children showed a tendency to dislike the same vegetables their brothers and sisters disliked. But the vegetables fathers disliked the children had not had the opportunity to dislike. Those vegetables were not served in the home! The husband, as well as the wife, may influence a family's food habits and the men as well as the women in society should be knowledgeable about nutrition and food values. Perhaps what is needed is a men's liberation movement — a change in attitude so boys and men can be socialized to assume a share of responsibility for feeding the family.

The results of Nutrition Canada, the extent of nutrition inadequacy disclosed, may reflect a general lack of awareness of the importance of nutrition and an inability to believe that nutrition really applies to me or to us. Most persons give lip service to nutrition, if asked. But, in reality, to what extent is nutritional value a decisive factor in food choice or food policy? The homemaker doing the weekly grocery shopping is probably influenced to a greater extent in food selection by family tastes and by cost than by nutritive value. Supermarkets allot shelf space to food products on the basis of sales not nutrient content. Boards of education considering food service contracts are probably influenced more by the dollar than by the nutritive aspects of catering arrangements.

Nutritive education in the past has tended to emphasize learning in the cognitive domain, i.e. to know about nutrition. The assumption has been that greater nutrition knowledge will lead to better nutrition practice. And yet we know that there must be learning in the affective domain if learning is to lead to behaviour change. The individual must see that the information applies to him personally; he must be motivated to want to change. The approaches and skills of the behavioural scientist will be needed for the development of programmes to motivate change in food and nutrition practices.

CONVENTION '74

Margaret Tzogoeff, O'Brien Consultants Ltd.

Change underlined the 1974 Canadian Home Economics Convention — Gateway '74, L'Horizon — held in Vancouver, B.C., July 7 to 11. More han 600 Home Economists from every province were exposed to the encompassing role of the profession today, and the methods by which the profession can meet its aim:

"To promote the well-being of individuals and families."

Underlying every process of change is a ground on which that process is built. For the home economist, it is the basis of society in 1974 — the family.

While the need for a family unit, and the basic family needs have not changed, some values, resources, goals and decision alternatives have. Today, more and more families are relying on outside assistance, such as manufactured products, home management guidance, monetary supplements and sociological support.

It is the role of the home economist to facilitate the effective use of this assistance. It is no longer just muffins in the kitchen and seam finishes on the apron.

The home economist today may be either a specialist or a generalist, but she must be a super communicator and a super manager. She must be able to relate to individuals and families and help untangle the confusions of today in order that families can live at peace with themselves.

The grassroots home economists such as homemakers, teachers and extension workers directly relate to individual families — the specialists such as those in business, research, nutrition and higher education are resources for the generalists and can provide the ultimate leadership to effect change on behalf of the family. All must work together in order to be an effective profession.

Evaluation, feedback, opinions, reactions — all are apt descriptions of the informal forum conducted during the course of the convention. This gave home economists the opportunity to express their thoughts about the subject matter of the convention, about the profession and to share ideas with contemporaries. It was a valid undertaking because each home economist is the profession and the ideas of each affect the profession.

The results of the written and taped interviews have sufficient depth and quantity for a thesis on the profession of Home Economics. This is merely a summary of relevant comments which best represent the ideas expressed by delegates. And in its conclusion, are twenty-two guidelines for action arising from the comments — some applicable to the individual, some to certain segments of the profession and some to the Association as a whole.

The Family

The session on family living underlined the core role of Home Economics:

Dr. Ned Gaylin of the University of Maryland, College of Human Ecology, sees

the family unit remaining intact as the only defence against automation and the private loneliness within each individual.

Comments from delegates put that role in perspective:

"Family studies should be background for all home economists. It is not just applicable to teachers directly involved in this area, but to all within the profession."

"Let's use this presentation to try and redefine what the good life is and what we are trying to accomplish in this life. Secondly, let's be concerned with people and the development of relationships among people instead of being concerned with things. Let's try to let individuals work out their own solutions instead of saying these are the rules for someone in your position."

"We have been too concerned with materialism as being a way to achieve the good life, instead of moralism and an ethical approach. Dr. Gayling reinforced the concepts I have been pondering in the last couple of days."

"We have a fear of not being open with each other. The impact of Dr. Gaylin's presentation was not what he said, but how he said it."

But a great many delegates felt they needed more assistance in the area of family living, particularly in the area of interpersonal relationships. Many mentioned the cold sterile approach of home economists which must be and can be overcome.

Basic Family Needs — Shelter

The keynote address — Planning and Building for the Urban Community — challenged delegates to become involved in the basics of shelter as it exists in this decade. We learned that City life is where it's at — and that it affects lifestyles even in rural areas.

"Development of shelter systems within the urban community is something we should think more about," according to one delegate. "It woke me up about the problems we are facing. We can't think about it in terms of our own little area, but as a world wide problem."

From another: "I would like to be able to teach people to live within the city. The home economist belongs in this field because she knows what the family needs."

But conversely there were several who felt that Planning & Building for the Urban Community should have been more of a challenge to the profession.

The Association was asked to present a submission to the World Housing and Settlement Congress to be held in Vancouver in 1976. The following comments indicate some areas of concern:

"Living is our business. We are directly concerned with the social aspects of urban living." The home economist is also involved with the cost of housing.

"We must consider privacy of the individual as well as a place where the family can be together to stengthen the family unit. We must have more concern for the lower income groups."

Many delegates felt that more consideration should be given to providing housing within the monetary guidelines of the family. At present there is too much emphasis on single family dwellings.

Several practical suggestions were received and are available as a basis for the submission to the Congress.

The application of the shelter part of the convention to the work of the individual home economist was perhaps best summed up by a delegate who pointed out that Miss Ballagh showed us that the home economist can influence house design and materials. Miss Ballagh is Consumer Relations Manager with Consumers' Gas System of Toronto, and presented the session on new living ideas.

Many of those attending will now shift emphasis from single family dwellings to the problem of individualizing mass housing. There just is not sufficient suitable land available for single family dwellings according to one delegate.

Another plans to try to make use of city planners, environmentalists and urban extension home economists in the classroom.

On the purely pragmatic side, many delegates found useful information for home design classes. But an equal number felt that dream homes simply make people less enchanted with what they have.

There was definitely a general conclusion that home economists do have a role in housing and should be working with builders, planners and architects to meet the housing needs of the family today.

Food for the Family

Feeding the family has been with home economists since the day the first egg was gathered and cooked with professional instruction.

But what is it today? It is Nutrition Canada, it is convenience foods, it is additives and subtractives, the reliable and unreliable authors; it, too, is dollars and sense. But it is still also the egg from the family hen.

Change is intrinsic to the area of food and nutrition. Delegates learned that Canada's Food Guide really isn't an applicable teaching guide any longer. Nutrition Canada has determined that all is not well with the nutronal health of Canadians. The survey has found that "overweight plagues very large proportions of adults in Canada." Also deficiencies of iron, calcium and some vitamins were found in significant segments of the Canadian population.

Food faddists are sweeping the country with wierd and wonderful theories on nutrition — and people are buying them. One delegate pointed out that she knew of at least 50 people who followed such diets, but that only about 10 percent of these would believe her as a home economist when she tried to dissuade them.

Some home economists felt a little defeated that work they had done in the past was useless. This is untrue. What is true is that programs of the past are not suitable for today.

Many delegates expressed concern that students are still only interested in cooking in the Home Economics classroom. However, it was pointed out that cooking can be an attention-getter for nutrition and consumerism. But equally important was the point that a good part of the reason Home Economics has such a bad image stems from "cooking and sewing" in schools. A balance has to be maintained.

Optimism about food advertising was expressed by a Home Economics Consultant to several food companies:

"In the United States, some advertisers are beginning to realize that it is good

business to use nutritional advertising. The marketing publications are commending this approach — I think it is the beginning of a trend..."

The area of Food & Nutrition provides the perfect opportunity for the headline: "Home economist says..." Home economists have the background, and Ronald Deutsch gave delegates the basics for judging current material. Here the profession can easily assume leadership.

This is a good opportunity for educational television exposure — one delegate plans to start immediately to prepare news features for publication.

Community Nutrition Councils were proposed as one method of communicating to community leaders the necessity of good nutrition. Several delegates indicated the resolve to establish one in their community.

Many provinces are establishing community health centres. Home economists in the Nutrition area can work with the health care team in these centres. The home economist has to make the move.

It was suggested that nutrition seminars be held for members of the media under the auspices of a consumer product industry.

Home economists can play a role in nutrition in day care centres. Many community college are now teaching Early Childhood Education — some curricula include nutrition. Who's teaching it?

One delegate suggested that nutrition education should begin in grade one.

One home economist who works with native people has been dramatizing nutrition for a long time.

"If they ever thought that something they ate or did would affect the child they were carrying...they'd be sick."

These are ways home economists are meeting the change in foods and nutrition.

An incidently, take a provincial or federal politician to lunch and lobby for Nutrition Canada. The CHEA has paved the way by submitting its brief on Nutrition Canada to all provincial and federal health ministers.

Clothing the Family

What is clothing today? One delegate explains it this way:

"I wonder whether we are rationalizing when we say that it is cheaper to sew. I think it is important to examine our reasons for home sewing and if we are doing it for a creative outlet, then I don't think we have to rationalize.

"I feel very strongly that clothing behavior should be included at all levels of high school Home Economics. In many ways I feel that through the study of clothing-related behavior, I can understand individuals and their relationship to the environment much better."

From another: "I feel that there is much more to clothing and textiles than to be a happy homemaker sewing for the family."

"And why is the clothing area treated so lightly."

It appears that there should be more emphasis in clothing courses today on clothing psychology, fabrics, processes, care and money management.

Consumerism

As a general theme running through all these subject areas is found money management, home management and consumerism. Knowledge of these areas are vital resources to the family. Expert guidance in these areas is very much a part of Home Economics.

A good panel outlined the problems of the consumer and how various groups are endeavoring to assist. Only one of the panel members recognized the home economist as a consumer communicator and no one in the audience challenged the others on the matter.

I spoke with Mr. Bill Neilson, Deputy Minister of consumer Services for British Columbia and moderator of the panel following the session. I asked him why he had not specified Home Economics among the many other professions indicated in his recruitment program for the new department. He said that several had applied anyway.

To which I asked what his opinion of Home Economists was. He indicated that they are too plastic and not what the Department required at this time to communicate with the consumer. He felt that Home Economists as professionals could only overcome this image with a great deal of public relations and change in approach.

From delegates:

"I am trying not to push 'consumer education', but rather 'living as a consumer'."

"We are still saying big-bad industry, poor consumer — it must be overcome."

"I was interested in the conflict of mandatory and choice (classes). I wonder if and when there are comprehensive adult education opportunities this will disappear. Adults should be included in the educational opportunities in this area."

The Integrated Role of Consumerism

The immediate task ahead for home economists in consumer communication is to strengthen their communication and human relations skills and to publicize their consumer activities. Perhaps home economists do need further information in the area of consumer education — but mainly this field involves the ability to be aware of all the alternatives and the resource people who can provide that information.

This process exemplifies the integrated role of the profession. The specialists provide the specific information, the generalist relates it to the individual family, and then takes back to the specialists any new material or application she uncovers. The specialists can then represent changes to government, industry and research.

Margaret Pope pointed out in her inaugural address that in no other profession are there representatives of the homemaker, the consumer, education, government, business, and industry.

Perhaps if we were better able to communicate among ourselves, we would be better able to meet the challenge of consumer communication today.

Metric Conversion

One change which will affect every aspect of society and the home is Canada's

move to metric. A panel of diversified interests brought delegates up to date on the current situation.

One sums it up this way:

"We will be charged with helping the public understand this concept. Therefore we must understand as many facets as possible. We must dispel the fear of the public of something new."

From another, "We must, as the students are being taught, learn to think metric. There is too much anticipation of great problems by teachers, and after all planners are fully aware of the problems."

Basically most delegates felt quite confident about this area following the presentation, but some could use practical teaching aids and information.

Communication

The theory presented at the convention put each delegate in touch with the umbrella of subject matter which makes up Home Economics. But in every case, this information has to be communicated.

Communication today is not just the prerogative of the home economist. We are bombarded with communications of all kinds — sophisticated and casual. We have to become interested and to sort out the message which directly affects us. Likewise home economists have to convey their message in the manner which will have the most impact on the community.

A full morning session was devoted to the pragmatic area of communication. This session was useful because it gave everyone some new ideas on how to present old and new concepts in the most dynamic manner. It impressed upon delegates the need for gaining people's attention and their confidence.

And the speaker herself exhibited the knowledge and enthusiasm for her subject which is essential to communication:

"Every time I hear Mrs. Meiklejohn I have a renewal of ambition and inspiration. She relates to everyone."

The enthusiasm was such that nearly everyone interviewed suggested follow-up seminars on communication. It is the catalyst to the whole profession. Several delegates mentioned the problem of the time needed to develop various methods of communication. But as one pointed out, home economists must not make lack of time an excuse. An entire message can be lost unless it is communicated with impact.

Adapting to 1974 — Home Economics by Management

In order for communication and theory to be effective, it has to be adapted to the community and situation of each home economist. No outsider can say what is pertinent. Likewise, one has to be able to adapt to the community the information gathered.

So many delegates said that all that was presented was problems, not solutions. There are no pat solutions in Home Economics today. The solutions depend entirely on each person relating the information and resources she has to solve the problem which confronts her. That is management.

"We were told we were a young group, and therefore very adaptable to change," one delegate pointed out. "But this will occur only if members are willing to keep up with society. It will be a sad day if the Association has to revert to compulsory refresher courses — home economists should be professional enough to keep up themselves."

Another said, "We have to take the theory and make it practical and relevant to the public with whom we work. We have to be careful not to impose our individual middle class values or any of our personal values and goals. Each individual is different, each family is different."

"The changes which affect us may have different effects on others. It is our business to accept the changes creatively as well as see the changes through the eyes of others in order to help them progress."

One delegate following the session — Troubles in the Women's Movement — summed up her feelings as a Home Economist:

"Intimidation by Women's Lib is a chronic disease among Home Economists. We are fighting a very strong anti-lib feeling in the Association. On the other hand, the Liberationists are threatening the profession in many ways simply by virtue of the fact that they are attacking the predestination of women as wives and mothers and the profession because it addresses itself to this role. It bothers me. Our primary importance is the fact that we direct ourselves to the role of caring in society. If we find a whole section of the Assocition keeping this role to itself, then we are in trouble since this role belongs to both men and women. So I see it as a problem, not because we are all not women's libbers, but because we are not seeing the problem in perspective."

Home economists have to appreciate both sides of the coin, not only in the women's movement, but in everything they do.

The home economist too, can effect change. As a leader she can present the alternatives, coordinate the ideas of a group and represent these ideas on behalf of the group to those who can actually effect change such as government, industry and research.

CHEA can play a vital role here in publicising a group's suggestions for change or action, providing the facts and background make it a viable suggestion. Most delegates indicated that the Association must take a stand on such issues which affect the family.

And finally, all these factors are useless unless the job is done in each community. The home economist is important — in fact vital to the family in today's society. She has every right to become a leader.

Know your community — become involved in its grass roots, don't hide behind cooking and sewing, What you do affects each member of the Association.

Guidelines for Action

This convention summary has prompted the following guidelines for action. Some will help you in your community, others will be guidelines for your contemporaries. Some are suggestions for the Association. Many of these ideas are already in use.

1. That talk about what should be done stop now and that each home economist start to act.

2. That family life education be the core of all Home Economics educational programmes, with specialty areas emanating from it.

3. That home economists pursue couses in sensitivity training and human relations in order to improve interpersonal relationships.

4. That home economists provide pragmatic leadership in the area of family living and in the maintenance of the family unit.

5. That in each community, home economists take a stand on the quality and quantity of Day Care, and that the Association take a similar stand as it affects the national interest.

6. That a committee be formed immediately to draft a submission to the Congress on Housing and Human Settlement, and that input be sought from all groups within the Association.

7. That home economists keep up-to-date in the area of home financing.

8. That each community home economist endeavor to become involved with urban planning commissions and also in community health centres.

9. That home economists make a concentrated effort to work closely with architects, builders and planners.

10. That researched nutritional reviews of current literature be conducted and published regularly by the Association.

11. That community nutrition councils be encouraged in each community by local home economists and the Association support this concept.

12. That press programmes dramatizing the harmful effects of poor nutrition be undertaken primarily by home economists in the Nutrition discipline.

13. That the home economists in each community make an effective lobby for the implementation of the recommendations of Nutrition Canada.

14. That generalists endeavor to keep in regular contact with specialist home economists and vice versa.

15. That Home Economics school clothing curricula be analyzed for content effectiveness.

16. That home economists stop being defensive and start moving in the field of consumer relations. One immediate step could be to establish consumer councils in the community if they are not already in operation. Business home economists could investigate the possibility of establishing consumer advisory boards.

17. That teaching ideas for metric conversion be published for the assistance of all members of the profession.

18. That CHEA immediately form the Resolution Committee so that programs underway by home economists can have public and professional backing for the benefit of the individual and the family in Canada.

19. That the procedure of eliminating married women's occupations from electoral lists be immediately brought to the attention of the Chief Electoral Officer.

20. That CHEA assist members by conducting communications seminars and that if possible a pool of visual aids be established in each community.

21. That each individual home economist endeavor to solicit public relations for the work she is doing.

22. That above all, we keep our sense of humor!

In conclusion — a direct quotation from a delegate:

"I would like to say that I am really happy that I came to the convention. Meeting with home economists from across the country and listening to the great number of excellent presentations has given me what I need most right now — that is a greater awareness of my own profession. This came out so clearly throughout the entire convention. You see, I, like many others, am guilty of playing down the role of the home economist. This convention was sort of a shot-in-the-arm.

I congratulate the CHEA committee for choosing an agenda and speakers that so well brought out the truly real issues that we in Home Economics are facing now. The experience this week can give me some direction for my future career. Thank you.

"P.S. — Not long after I graduated and received my Home Ec. ring, I lost it. It hasn't been until now that I've had any desire to replace it."

The Canadian Home Economics Association is only as strong as its weakest member. Don't be the link that breaks the chain.

DIET COUNSELLOR

Applications are invited for a National Diet Counsellor for the Canadian Diabetic Association. Applicants should have an undergraduate or graduate degree, or Diploma in Nutrition, from a recognized University with a major in foods and nutrition, a dietetic internship in general or therapeutic nutrition, and a minimum of three years' experience. Eligibility for membership in the Canadian Dietetic Association is required. Travel across Canada to meet commitments of a national program is expected. Ability to communicate with professionals and the public is essential. Salary guidelines for the Canadian Dietetic Association will apply.

Applications or requests for further information should be directed to:
Dr. C.K. Gorman,
Canadian Diabetic Association,
1491 Yonge Street, Toronto, Ontario, M4T 1Z5.

METRIC COOKING

In the last issue the subject of cooking measures was introduced. Since then there have been important developments. At the June 5th meeting of the Metric Commissions 9.5 sector (Consumers, Home Economics and Retail Trade) metric cooking measures were proposed for formal adoption as national metric standards. These recommendations were initially developed by C.H.E.A.'s metric committee, then endorsed by the Metric Commission sub-committee on Cooking Measures.

Cooking is fundamental and with the increase in awareness of metric, the concern of teachers, recipe developers, publishing houses and consumers alike as to what would happen to recipes was apparent. Direction as to which way to go was needed so as to avoid complications and confusion later.

Changing to the metric system provides the opportunity to evaluate whether our current methods can be improved. If there is a significantly better way then it might well be practical for changes to take place at the same time. Any changes, however should encourage consumers to adopt the metric system.

The first consideration was whether cooking would continue based on a method of measuring by volume or change to a mass method. While the pros and cons to both techniques were studied the decision was that we should continue to use the volume method.

The greatest argument expressed by those who favoured using scales concerned accuracy. It has been established throughout the years that volume measuring is sufficiently accurate for consumer cooking. Those developing consumer recipes are able to build in a tolerance of 25% spread for ingredients as written in a recipe.

By retaining a popular and acceptable technique the consumer will have only to make an easy transition to metric units. Current measuring cups and spoons can be replaced by appropriate metric measures with minimal expense. There will no doubt be some who prefer to cook using scales. Just as now they have their choice of method.

What should the new metric measures be called? To avoid confusion with existing measuring cups and spoons the new units are to be identified simply as 'measures' and expressed in terms of millilitres. Likewise the ingredients in recipes will state the amount in ml. This permits a neater, more uniform recipe presentation in print than at present. Since the metric system uses decimals rather than fractions it again gives an appearance to the recipe that is easier to read.

This brings us to what millilitre units would give the best relationship for the new measures. For liquid measures the replacements for the present measuring cups are 250 ml, 500 ml and 1000 ml or 1 litre. These are now available and should be in distribution across Canada.

For dry ingredients, a set of three measures, designated as 250 ml, 125 ml and 50 ml. Small liquid and dry measures will be in a set of five; 1 ml, 2 ml, 5 ml, 15 ml and 25 ml.

These units permit any combination for convenient adaption of recipes and

have the advantage of being visually different from existing sets. While we have been accustomed to using fractions, and relating teaspoons to tablespoons and cups, one quickly finds that using the above units is much easier and the flexibility it provides is particularly appreciated if adjusting recipes. The system is not unlike our money.

There will be concern about converting recipes. It is suggested that we continue to use our existing cookbooks with the customary measuring spoons and cups. Metric recipes are now being developed and for these there will be the new metric measures.

Note: The recommendations for metric cooking are available from the C.H.E.A. office.

CHEA Metric Committee

What's New

By Marjorie Elwood

Careful Now! Don't Eat That

The following appeared in the March Nutrition Notes of the United Fresh Fruit and Vegetable Association. "I'm going on a diet that everybody agrees on, if I can. So obviously I must eliminate all the bad things." Then are listed, along with facetious reasons for eliminating them, such things as salt, sugar, eggs, carbohydrates, fish, peanuts, honey, meat, rhubarb, almonds, butter, coconut oil and fava beans. The article continues "And then there are goitrogens, estrogens, tumorigens, lathyrogens, hemagglutinins, antienzymes, cholinesterase, inhibitors, radioactivity, fungal toxins, gossypol, nitrates, nitrites and there could be too much of some vitamins and minerals. In general though, water is O.K. if it is rainwater, but other kinds have pollution, fluorine, chlorine and what not: but I also hear that soft water may not be good for the heart. And coffee is out since it is remotely linked with heart trouble. It's a problem. I'll get one of those paperback diet books and see what should be done."

Refreshing Change

E.D. Smith and Sons of Winona, Ontario recently created a delicious healthful drink called Prune Cocktail. Besides being a refreshing flavour change from the usual breakfast and snacktime drinks, it provides in each 4-oz. serving, the minimum daily requirement of vitamin C. In its attractive 28-oz. decanter style bottle, it is easily resealed and refrigerated. I enthusiastically recommend this addition to E.D. Smith's line of flavourful juices — Garden Cocktail, Orchard Cocktail, Apricot Nectar and Pear Nectar.

Canadian Designer Showcase

Sponsored by Borateem-Plus, this live fashion show accented by film recently gave audiences across Canada a glimpse behind the scenes of the fashion industry. It also presented practical information on the care of clothes. The raison d'etre of Borateem's sponsorship of such a presentation was to emphasize the important role the products of U.S. Borax & Chemical Corporation — Canada, are playing in the laundering of the popular washable, easy care and synthetic fabrics of today. One of

these products, Borateem has been on the Canadian market for over ten years. During that time it has undergone several changes and now as Borateem-Plus is one of the top alternatives to chlorine bleach for fabrics where use of chlorine bleach is inadvisable. It's principal ingredient is borax but the company has also added stain removers and brighteners to create a safe product which removes stains and soil from delicate fabrics without harm. It is safe to use in laundering fabrics with flame retardant finishes so that these finishes are not harmed. For further information regarding washday matters, write to: The Washday Advice Bureau, 151 Bloor St. W., Suite 1100, Toronto 5, Ontario.

The Dressing Makes The Salad

Lawry's Foods of Canada Ltd. believe this sincerely and so have developed a line of dehydrated blends of Salad Dressing Mixes that bring a real "fresh" taste to salads. The mixes include Old Fashion French, Caesar Garlic, Italian, Bleu Cheese and Thousand Island. There's bound to be one of these that becomes your family's favourite. To prove their theory that salads are nature's gift to the menu, Lawry's Foods of Canada offer a film strip "Salad Secrets from California" on a free loan basis. There are information booklets that accompany the film strip. So write to the company for the film strip and booklets to P.O. Box 155, Toronto, Ontario. M8Z 5P1. Our own Margaret Howard is their home economist.

Snackin' Cake Time

Two more scrumptious Snackin' Cakes have been developed by Betty Crocker of General Mills. Date Nut which is a rich moist cake with dates and nuts for its special flavour and secondly Chocolate Fudge with real chocolate chips right in the mix.

Like the other five popular Snackin' Cakes these can be prepared in a matter of only two minutes from package to oven. Also one of the greatest things about them is they are mixed, baked and even served in the same pan. So there's no preparation mess to clean up. They may be eaten as is or sprinkled with icing sugar or frosted lightly with a butter icing.

LETTER TO THE EDITOR

From 1974 Mary A. Clarke Memorial Scholarship Winner

To the members of the Canadian Home Economics Association I wish to express my sincere appreciation for the great honour which has been bestowed upon me. I feel greatly privileged to be named the 1974 recipient of the Mary A. Clarke Memorial Scholarship. As well, I am pleased to know that the Association supports the endeavours which I am currently undertaking at the Ohio State University. It is my hope that through this experience my knowledge will be improved so that I can make a meaningful contribution to a profession so greatly enriched by the contributions of Mary A. Clarke. Thank you very much.

Yours truly,
Nelma Fetterman

Guelph University Professor Appointed to Economic Conference

Dr. Elizabeth Gullett, Acting Chairman of the Department of Consumer Studies, University of Guelph, has been appointed to the Ontario Economic Council for a three year term. This body is composed of leaders in business, labour, agriculture and academics. The council, established by the Ontario government is to advise and make recommendations for the development of human and natural resources; supporting the advancement and fostering conditions to raise standards of living in Ontario.

CHANGE OF FEES

The fee for Life Membership has been increased effective immediately from $300.00 to $400.00.

WORLD SURVEY OF HOME AND FAMILY EDUCATION WITHIN FORMAL EDUCATION

The main objective of education in home economics is the improvement of home and family living. The subjects that an educational programme in home economics might include range from child care, sex education, child psychology to nutrition, hygiene, home management and consumer education. Because of its nature, good policies and planning of education in home economics are important to any society concerned with the well-being of its members and the improvement of the quality of life.

In spite of the importance of the subject, no comprehensive study or evaluation of existing programmes and policies was available on a world scale. This is why the 16th General Conference of Unesco in 1970 authorized the Director General to undertake activities for the improvement of integrated curriculum planning and development in such fields as home economics, health and nutrition education. To carry out this resolution, basic information on the present position of home economics within the framework of formal education was needed. At the request of Unesco, the International Federation of Home Economics undertook to assemble the data on a world-wide basis.

The interim report on the study is now ready. It is based on the replies received to a questionnaire sent to some 120 Member States of Unesco. Fully aware of the fact that the draft report may contain inadequate information and interpretation of the data supplied, Unesco and the International Federation of Home Economics are inviting specialists throughout the world to study the interim report and to comment on it. On the basis of their commentaries the final version of the report will be pre-

pared. In the preparation of the questionnaire and of the report, two consultants assisted the International Federation of Home Economics: Mr. Vincent Hutchinson from the United Kingdom and Dr. Helen C. Abell, Dean of the College of Home Economics of the University of Saskatchewan, from Canada.

Canada seems to occupy a leading position in home and family education in the world. In order to secure a comprehensive commentary covering Canada, the Commission circulated the interim report among specialists in this country inviting them to send their comments to Dr. Abell to whom the task of revising the report has been entrusted.

As well the Canadian Commission for UNESCO convened a meeting in Montreal, Quebec, Canada, March 21, 22, 1974. Those attending included:

Province	**Organization Affiliation**	**Name and Professional Affiliation**
British Columbia	Canadian Home Economics Association (Pres.)	Winifred Bracher School of Home Economics Univ. of British Columbia
Ontario	Canadian Home Economics Association	Anne Lawson Ministry of Education Province of Ontario
Quebec	Canadian Home Economics Association	Paule Poirier Ministry of Education P. de Quebec
Manitoba	Canadian Dietetic Association	Betty Feniak, Associate Dean Faculty of Home Economics Univ. of Manitoba
New Brunswick	Canadian Dietetic Association	Mrs. D.C. Bain Consultant-Nutritionist
Quebec	Canadian Dietetic Association	Soeur F. St. Hilaire, Director Dept. of Dietetics and Home Economics, Laval University
Alberta	Policy and Liaison Secretarial Department of Agriculture Alberta	Mrs. Edna Clarke (Home Economics Extension)
Ontario (Ottawa)	Canadian Commission for Unesco	Mrs. Olga Jurgens Programme Officer
Saskatchewan	Unesco Consultant (Revision of the draft report)	Helen C. Abell, Dean College of Home Economics Univ. of Saskatchewan (Ex-Dean as of June 1, 1974)

The publication of the final report on the "*World Survey of Home and Family Education within Forman Education*" will be announced as soon as available.

From UNESCO Bulletin, Mary 1974, Volume 16, No. 4.

FROM NEWSLETTERS RECEIVED BY THE EDITORS

—From Faculty of Home Economics, University of Manitoba

Graduates of the Faculty of Home Economics are invited to make donations to the Grace Gordan Hood Award Fund, which will be used to establish a prize for an outstanding student in Home Economics at University of Manitoba. The award is in memory of Dr. Hood who was director of the School of Home Economics for 1932 until 1935.

—From Saskatchewan Home Economics Association Newsletter

The report of the Public Relations and Recruitment Committee given at the Saskatchewan Home Economics Convention, April 19-20, contains this challenge — "How can one person possibly create a favourable image of the profession of Home Economics if home economists have no say whatsoever to those in our profession who are not creating a favourable image of the profession? If we can't even get home economists practicing the profession to join the organization, how are we to impress on them that they should create a favourable image of the profession.

—From Nova Scotia Home Economics Association Newsletter

Students' "Think Tank"

Delegates from the first and second years of Home Economics programmes at the University of Main, University of Prince Edward Island, University of Moncton, Mount Saint Vincent University, Saint Francis Xavier University and Acadia met at Acadia to discuss their various curricular exchange ideas, and explain new ideas and techniques being used at the universities. In planning the conference the objectives included finding out what is happening at other universities, to understand the present standing of home economists and the further opportunities.

—From CUTHE (Canadian University Teachers of Home Economics)

"As home economists, we should all work towards conservation of the world's resources; for the more *economical* use not in terms of money and consumer goods, ever bigger, more luxurious, more opulent but for quality in small things. We should emphasize the *re-use* of quality materials, rather than promote the "throw-away" philosophy of modern life. We should be for smaller cities, smaller farms, smaller cars, smaller homes and above all smaller population growth."

—From International Federation of Home Economics bulletins March and June 1974

•The meeting of the council of I.F.H.E. was in Israel, July 15-18, 1974. One of the items on the agenda was consideration to the congress to be held in Ottawa in 1976.

•The Home Economics Association of Australia held its Fourth Triennual Conference in Brisbane, January 14-18, 1974. The association's first conference was in 1965. The vice-president of the I.F.H.E., now acting president, is an Australian, Miss Isabel A. Horne, who was the Founder President of the Home Economics Association of Australia.

•Japan Home Economics had its 25th national conference in October 1973 with 1,129 out of a total of 3,724 members attending.

Welcome New Members

New Members — May 1974

British Columbia

Mrs. P.W. Ackhurst, 3950 Sunset Blvd., North Vancouver, B.C. — Homemaker

Mrs. Lynda M. Colquhoun, #3 - 2104 W. 37th Ave., Vancouver, B.C. — Teacher

Miss Lynda E. Ives, 5607 Eagle Harbour Rd., W. Vancouver, B.C. — Teacher

Miss Evelyn E. Kerr, #1 - 1206 Maple St., Vancouver, B.C. — Teacher

Mrs. Louise Mellemstrand, Box 226, Armstrong, B.C. — Homemaker

Miss Phyllis M. Taylor, Suite 1404, 2075 Comox St., Vancouver, B.C. — Teacher

Miss Alison L. Walters, 4692 Watling St., Burnaby, B.C. — Cashier

Alberta

Mrs. Jacalyn B. Anderson, Box 675, Rimbey, Alta. — Home Economist

Mrs. M. Joan Banks, 4547 Vandergrift Cr. N.W., Calgary, Alta. — Teacher

Miss Louise A. Brodersen, Box 28, Halkirk, Alta. — Dist. Home Economist

Mrs. Edna Clarke, 9737 - 112 St., Apt. 1502, Edmonton, Alta. — Policy Secretariat

Mrs. Barbara A. Cousens, 5908 Dalridge Hill N.W., Calgary, Alta. — Teacher

Ms. Marjorie E. Halliwell, 56 Holly St. N.W., Calgary, Alta. — Home Economist

Mrs. Patricia M. Jevne, Box 1885, Wetaskiwin, Alberta — H. Ec. Teacher

Mrs. Carolann M. Johnson, 912 Canford Cres. S.W., Calgary, Alta. — Freelance

Miss Nancy Kerr, #1610 - 10883 Sask. Drive, Edmonton, Alta. — Assistant Professor

Mrs. Barbara Klinke, 34th St. N.W., Calgary, Alta. — Marketing

Ms. Barbara Morin, Nutrition & Food Marketing Sect., Alta. Gov't., 188A Chinook Centre, 6455 MacLeod Trail, Calgary, Alta. — Market Manager

Mrs. Lorraine Audrey Rea, 12812 - 95A St., Edmonton, Alta. — Marketing H. Economist

Mrs. Lucille M. Rudiak, Grant MacEwan Community College, 10765 - 98 St. Assumption Campus, Edmonton, Alta. — Section Head, Fashion & Gen. Retailing

Mrs. Caroline L. Schmidt, Box 601, Vulcan, Alta.

Ms. Barbara F. Schulz, 4747 - 50th St., Dept. of Agric., Red Deer, Alta. — Dist. H. Econ.

Mrs. Marilyn Sharp, Box 1746, Lacombe, Alta. — Homemaker

Miss Muriel Shortreed, 425A - 20th St. S., Lethbridge, Alta. — Teacher

Mrs. Susan R. Somerville, 428 - 36 St. S.W., Calgary, Alta. — Freelance H. Economist

Miss Marilyn C. Tatem, 307 - 1421 Ashgrove Rd., Lethbridge, Alta. — Dist. H. Economist

Mrs. Suzanne E. Tenold, 7015 Silverview Rd., N.W., Calgary, Alta. — H. Economist

Mrs. Gay V. Thomson, 5016 - 142nd St., Edmonton, Alta. — Marketing Officer.

Saskatchewan

Ms. Susan E. Burton, #205 - 399 32 St. W., Prince Albert — Nutritionist

Mrs. Patricia L. Coates, Box 1646, Melfort — Teacher

Mrs. Beryl Forgay, 2715 McCallum Ave., Regina — Teacher

Miss Shirley A. Rasko, #702 - 337 6th Ave. N., Saskatoon — Consumer Counsellor

Mrs. Janice M. Wettlaufer, 2333 Parliament Ave., Regina — Homemaker

Manitoba

Mrs. Lorraine Muriel Adams, 11 Kirby Ave. E., Dauphin — Teacher

Mrs. Isabel F. Cain, Bob 808, Carman, Man. — Teacher

Miss Elizabeth J. Long, 928 - 1800 Pembina Hwy., Winnipeg — S.T.E.P. employment

Miss Elaine D. Marko, 5 - 149 First St. S.E., Teulon — Home Economist

Ms. Hazel M. Mitchell, 306 - 1575 26th St., Brandon — Home Economist

Ontario

Miss Laura Andrews, 57 Rawlinson Ave., Apt. 309, Toronto 315 — Free-lance Home Economist

Mrs. Eva G. Hergovich, 35 High Park Ave., Apt. 1606, Toronto — Student Faculty of Education, University of Toronto

Mrs. Vizma V. Lefresne, 109 Penfield Dr., Kanata — Home Service Supervisor

Miss Diane Murphy, 52 Mabelle Ave., Apt. 105, Islington — Complaints & Enquiries Officer

Miss Margaret E. Nute, 290 Minnie St., Box 1081, Wingham — Teacher

Quebec

Mrs. M. Jean Gass, 1817 Edgewood Rd., St. Bruno, Que. — Teacher

Miss Lorraine D. Labelle, 6600 Cote des Neiges, Robin Hood Multifoods, Montreal — Home Economist

Ms. Doreen F. MacDonald, 4842 Prince of Wales Ave., Montreal — Teacher

Miss Euphemia C. Oliver, #802 - 1819 de Maisonneuve W., Montreal — Teacher

New Brunswick

Mrs. Rita Boudreau, 150 Wilsey Rd., Box #8, Apt. 7, R.R. #1, Fredericton — Consultant

Ms. Andreee M. Bourque, 56 Bromley Ave., Moncton — Dietitian

Nova Scotia

Sister Helen Aboud, Mount St. Bernard College, Antigonish — Dean of Home Economics

Mrs. Karen Ann Gillis, P.O. Box 114, Glace Bay — Teacher

Prince Edward Island

Mrs. Elizabeth Large, P.O. Box 13, Hunter River — Teacher

A special welcome to the 1974 graduates — 87 in number. To each one our sincere wishes for an exciting professional career and service in the CHEA. Good Luck.

New Members — May 1974
1974 Graduates

British Columbia

Miss Aubin K. Brink, 4135 W. 16th Ave., Vancouver

Alberta

Miss Bernice A. Bosch, #9, 8408 - 105 St., Edmonton

Saskatchewan

Miss Heather D. Mickelson, 97 Wallace Ave., Yorkton

Manitoba

Ms. Sandra A. Chulka, Box 33, Pointe de Bois

Miss Donna J. Demianyk, 627 Renfrew St., Winnipeg

Miss Donna I. Hedley, 74 Riley Crescent, Winnipeg

Miss Valerie D. Klenner, 540 Victor St., Winnipeg

Miss Lois J. Kunzelman, 969 Atlantic Ave., Winnipeg

Miss A. Margaret MacNaughton, Research Station, Box 610, Brandon

Mrs. Lynne M. Sinclaire, 148 Sterling Ave., Winnipeg

Mrs. Lynne M. Sinclair, 148 Sterling Ave., Winnipeg

Miss Marilyn P. Wareham, Box 135, Basswood

Ontario

Mrs. Penny J. Ballagh, 90 Fulton Ave., Toronto

Miss Linda C. Ballantine, R.R.#3, Mt. Brydges

Miss Valerie D. Bertrand, 310 Ingersoll Ave., Woodstock

Miss Judith Christine Birmingham, 687 Connaught Ave., Sudbury

Mrs. Joyce R. Clinton, Fairmile, R.R.#4, Kemptville

Miss Madonna M. Coulas, 216 Kingsmount Blvd., Sudbury

Mrs. Shirley M. Harrison, 365 Pine Cove Rd., Burlington

Miss Erika Jakubowski, 2741 Kingsway, Sudbury

Mrs. C. Marilyn Kowalyk, 8 Captain Rolph Blvd., Markham

Miss Jean C. McNaughton, R.R.#4, Parkhill

Mrs. Helen Mogyorody, R.R. #1, Malden Rd., Maidstone

Miss Linda M. Mullin, R.R. #4, Killaloe

Miss Catherine Louise Suwala, 1050 Simcoe St. S., Apt. 3, Oshawa

Miss Rebecca J. Truxal, 2321 Hillary Ave., Ottawa

Mrs. Bonnie H. Walton, 75 Preston St., Apt. 4, Guelph

Miss Terri Lynne Woodger, 153 St. George St., Apt. 706, Toronto

Quebec

Sister Raymonde Cassidy, Pavillon Brousseau, St. Damien, Bellechasse, — Professor

Miss Jennifer S. Hill, 14 Blvd. Pariseau, Iles Laval, Laval — Ass't. Manager — Cafeteria

Miss Susan F. Scully, 16 Senneville Rd., Senneville

New Brunswick

Mlle. Marcelline Anna Cormier, R.R.#1, Cap-Pele

Nova Scotia

Miss Elaine J. Ettinger, Kennetcook, Hants Co.

Prince Edward Island

Mrs. Nancy MacEachern, Rice Point, R.R.#2, Cornwall

New Members — June, July 1974

British Columbia

Mrs. Mary I. Bergen, 767 East 15th Ave., Vancouver — Teacher

Miss Yee N. Chang, 8995 Royal Oak Ave., Burnaby

Miss Grace Huey, 1696 Frances St., Vancouver — Teacher

Mrs. Jill Lafond, Box 69, Summerland

Miss Maryanne Long, 2281 Newport Ave., Vancouver

Miss C. Anne Miltimore, 2226 West 8th Ave., Vancouver

Mrs. F. Mae Pagdin, 290 First St., Courtenay — Teacher

Miss Judy Sheeshka, 2863 East 4th Ave., Vancouver

Miss Colleen A. Sumner, D1241 East 27th St., North Vancouver

Mrs. Sandra M. Tucker, 125 - 1565 Tranquille Rd., Kamloops

Mrs. Thorie M. Whyte, 4319 Capilano Rd., North Vancouver — Teacher

Miss Mary Jane Wilson, 926 Lawndale Ave., Victoria

Miss Christine A. Zak, 922 - 5th St., Nelson — Community Home Economist

Alberta

Miss Carolyn S. Colebrook, 6407 Dalton Dr. N.W., Calgary — HEIB

Miss Diana H. Koss, District Extension Office, P.O. Box 480, Vulcan — District Home Economist

Miss Renate Krueger, 12711 - 112 Ave., Edmonton — Sales

Miss Randi L. Sandbu, Box 130, Wetaskiwin — District Home Economist

Miss Mary-Ann Silzer, Box 750, Manning — District Home Economist

Saskatchewan

Miss Marilyn E. Mutrie, Box 251, Maple Creek — Teacher

Manitoba

Miss Helen Hale, 241 Raquette St., Winnipeg, Man. — Extension Home Economist

Miss Janet Gail Kuchma, 394 Seymour St., Winnipeg

Miss Laurie M. McBain, Box 1135, Virden

Miss Sandra M. Peever, 14 Exmouth Blvd., Winnipeg

Miss Geraldine A. Prymak, 3378 Raleigh St., Bird's Hill

Miss Brenda J. Speirs, 444 Leighton Ave., Winnipeg

New Brunswick

Miss Eleanor L. Knox, 779 Charlotte St., Fredericton — Teacher

Ms. Elspeth A. Major, McCain Foods Limited, Florenceville — HEIB

Nova Scotia

Mrs. Barbara L. Sawyer, 958 Greenwood Ave., Halifax — Homemaker

Northwest Territories

Mrs. Norma C. McCullough, Box 141, Fort Smith — Home Management Consultant

CIRCLE THESE DATES

July 19-23, 1976 — International Federation of Home Economics Congress, Ottawa.

Prepared by the Staff of the College of Home Economics, University of Saskatchewan, Saskatoon.

CONSUMER AFFAIRS: viability of the corporate response.

M.L. Blum, J.B. Stewart and E.W. Wheatley
1974
Journal of Marketing, 38, 13

A study was undertaken to discover the nature and activities of recently established corporate consumer affairs departments.

Response to mailed questionnaires and telephone interviews suggested that the purpose of such departments is two fold: 1) the coordination of consumer-oriented activities in various departments of the firm; and 2) the promotion of a pro-consumer attitude within the firm.

The corporate consumer affairs executives were representative of many professional backgrounds. Most were males except in the food industry where 50% of respondents were female. The position was characterized as needing the support of top management and requiring a person who could empathize with consumers and communicate this understanding to other employees.

The staff size of the consumer affairs departments tended to vary greatly but the majority of respondents headed departments of five people or less. Their budget varied according to department size and the way its functions were defined.

The types of consumer complaints handled by the departments varied by industry to include such things as product repair and performance, employee attitude, and consumer knowledge and expectations.

The accomplishments of the departments were vague and the claim was made that they were too new to show any positive results. Generally speaking, "improved customer relations" was a goal.

The experience of the consumer affairs departments has been that since their creation there has been a marked increase in the number of consumer complaints and requests for communication. This was viewed as a healthy development in establishing rapport with consumers.

In conclusion, the researchers offered some recommendations as to the future operational, research and conceptual foundations of corporate consumer affairs departments.

A PREDICTION OF THE EFFECTS OF IRON FORTIFICATION

L.D. Swiss and G.H. Beaton
1974.
The American Journal of Clinical Nutrition 27:4, 373-378

In an attempt to clarify some issues regarding iron fortification, the authors

have illustrated the impact of fortification upon a prime target group, menstruating women, and upon the iron intake of adolescent and adult males.

Data for the study has been drawn from 3-14 day dietary records of 233 Canadian women, age 20-39, studied during the years 1959-69 and a similar study of 163 males aged 20-39 and 167 male adolescents aged 15-18 years.

Current accepted estimates of iron requirement and concepts of iron utilization have been used. Hypothetical fortification was applied to the collected data by standardizing the iron content of selected food groups and recalculating new iron levels.

The effects of fortification are additive but not in a simple manner. The study assumes that iron fortification will be in a form readily utilized by the body as is the iron normally found in food. Safe limits of iron intake have a range of 25-75 mg/day but the authors state that there is little investigation of high levels of intake over prolonged periods to define more precise limits.

From the tables included in the article, it is evident that levels of fortification to reduce the risk of deficiency to zero, would necessitate high levels of fortification. Lower levels would achieve reduction of risk for the target group, menstruating females, and keep levels of intake in other groups within acceptable limits.

Comparable results could be achieved a) by increasing the iron content of bread to 1.5 mg/slice b) increasing levels in baked goods to 3.5 mg/serving or c) cereals fortified to levels of 4.0 mg/serving. There is need to check current consumption levels of these foods to see if eating patterns have changed since the 1969 data was collected. As well it must be remembered that fortification may not be on a single food basis and could well be voluntary.

Many factors must be considered in the design of a fortification program but models of this type serve as useful guides.

THE RELATIONSHIPS BETWEEN CONSUMER CRITERIA FOR CHOOSING BEEF AND BEEF QUALITY.

S.M.C. Forbes, M. Vaisey, R. Diamant and R. Cliplef
1974.
Canadian Institute of Food Science and Technology Journal, 7: 130-135

A new beef grading system has recently been introduced in Canada. It was designed to meet consumers' preferences with regard to fat and lean meat content and quality. It takes into account the amount and colour of fat, and the colour, texture, and firmness of lean meat.

This study was done to examine relationships between consumer criteria for choosing beef and beef eating quality. It involved objective and sensory laboratory tests and consumer purchasing preference tests. Grade A steaks were finer-grained than Grade B steaks. After broiling they were generally more tender and juicier than Grade B steaks. They tended to be less chewy and were superior in eating quality to Grade B steaks when they were laboratory tested. However, ratings of the raw steaks by 170 consumers demonstrated a significant visual preference for the B grade steaks. They used as their main criterion the amount of marbling. Most of them preferred the lower marbling level of the Grade B products. The amount of exterior

fat and the colour of the lean were also used to establish purchasing preferences of sample steaks. Few people were concerned about fat colour or the firmness and texture of the lean of the raw beef. The consumers had definite visual criteria for choosing beef, but many did not use the criteria most appropriate for judging eating quality. Those who did use appropriate criteria often misjudged their significance to eating quality.

The Grade A beef generally available has the most desirable eating characteristics. It appears that the new grading system benefits consumers indirectly. It provides them with Grade A beef of consistently superior eating quality. It ensures that Canada Grade A beef will satisfy the demands of the majority of consumers.

MEN'S SUITS

G.W. Manock and R. Foster
1974
Textiles, 3:12-18

The suit appears to be a uniform for men — or more accurately the jacket and trousers. The fabrics selected for these garments must have certain properties to give the wearer satisfaction, including attractive design, pleasing handle, suitable weight, dimensional stability, tailorability, comfort, durability, smartness, and cleanability.

At one time wool alone was used for suits. Now the designer must become familiar with a wide variety of woven and knitted fabrics made from natural or synthetic fibres used alone or in blends.

Also, in the past, the designer could rely on skilled labour to produce an attractive, well fitted garment. Today, because of the labour shortage and technology the designer's task has changed. The garments must be designed to fit without the traditional molding and patterns must be extremely accurate so that an attractive garment can be produced by mechanized operations.

INTRODUCING...THE MOULDED BRA

Peter J. Kennedy, E.I. du Pont de Nemours
1974
Textile Manufacturer 101:1191, 62-63

A rapid increase in popularity in the past few years has been apparent in connection with the moulded bra. For the current year (1974) it is estimated that 25-30% of bras on the market will be moulded.

Moulded bras provide a smooth seamless appearance under today's fashions, are very light weight and are economical to produce. A variety of synthetic fibres are used, alone or in combination with one another. Dacron, Lycra, Qiana and other nylons are among fibres commonly used. The fabrics used must be heat-settable, extensible, compressible and colour-fast.

It has been found that, in general, knitted fabrics respond more satisfactorily to the moulding process than do wovens.

The basic processes involved are:

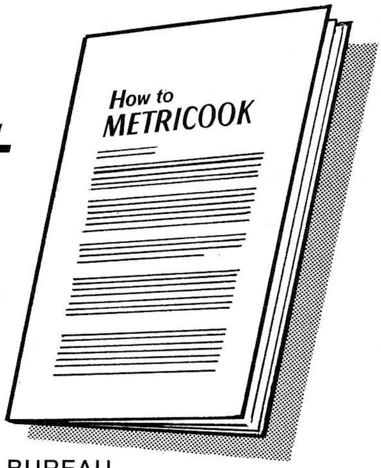
- Stentering — framing the fabric to control, draw and to prevent overfeed and creasing
- Softening — heating the synthetic fibres in the fabric to aid reshaping
- Shaping — re-orienting or reshaping the fabric to the desired mould
- Setting — heat-setting the reshaped fabric
- Cooling the fabric

Processing temperatures vary from 350°F to 400°F, processing time from 15 to 60 seconds.

Two methods of moulding have proved effective. The constant temperature method involves the use of a heated mould while in the modified cycle method the fabric, rather than the mould is heated. A third technique designated the cycle temperature method, developed by du Pont, takes less time and produces more stable garments.

Building on progress to date, the du Pont firm plans to continue efforts to develop an even more satisfactory moulded bra.

Free Leaflet



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HONOURS AND AWARDS

Miss Edna Park honoured by Household Science Alumnae, University of Toronto

The Professor Edna W. Park Lecture in Household Science was established in April by the Household Science Alumnae Association of the University of Toronto to honour one of their outstanding members who is also an honorary life member of CHEA.

Throughout her teaching career, Miss Park has brought remarkable qualities of mind and heart to the hundreds of students whom she has encouraged and inspired by her vision of the highest ideals of Home Economics. The illuminated address presented to her at the annual meeting of the Alumnae Association as a memento, cites her "great teaching ability, her dedication to excellence and the profession of Home Economics" and expresses appreciation of her "personal qualities of warmth, enthusiasm and leadership" which have endeared her to her students and colleagues. Never before, in the almost seventy years of the Association, has a member been honoured in such a significant way.

Space does not permit us to list all of Miss Park's achievements during her distinguished career for she has been active in every phase of Home Economics education on local, provincial and national levels. She holds a Bachelor of Arts degree in honour Household Science and a Master of Arts degree in educational Psychology from the University of Toronto. She also carried on further post-graduate studies at the University of Wisconsin and Columbia University in New York. A member of faculty at the University of Toronto, Department of Household Science for all of her working career, even after retirement, she continued to teach on a part-time basis for a number of years.

Her enthusiasm for, and active participation in continuing education has never diminished as attested to by honorary life memberships conferred on her by the Ontario Educational Association and the Canadian Home Economics Association for her outstanding contribution to education. She is a founding member of the Home Economics Section of the Ontario Educational Association and the Canadian Dietetic Association and holds membership in many professional associations in Canada and the United States in the areas of Home Economics, Nutrition, Science and Education.

The first annual "Edna Park Lecture" will be held in Toronto in November, 1974. Details are not yet completed but will be widely publicized when they are for the Alumnae Association invites all CHEA members to attend. there will be no admission fee for the lecture is being financed by donations from the Alumnae and friends of Miss Park. Join with us in honouring one of Canada's distinguished professional women.

Friends of Miss Park, who are not members of the Household Science Alumnae Association, may wish to participate in honouring her. They may do so through the University of Toronto "Varsity Fund". Cheques should be made payable to "The Varsity Fund — Household Science" and mailed to the Varsity Fund, University of Toronto, Toronto, Ontario. M5S 1A1. Receipts for income tax purposes will be sent to all donors.

The first lecture in honour of Miss Park will be held on

Tuesday, November 19th, 1974
8:00 p.m.
Edward Johnson Bldg., Walter Hall

The speaker is Dr. Ned L. Gaylin, Chairman, Family and Community Development, College of Human Ecology, University of Maryland. Dr. Gaylin's topic will be on the future of the family as a unit in today's society. A reception will follow the lecture. For further details, please write to Mrs. D. Hellebust, c/o Faculty of Food Sciences, 157 Bloor Street West, Toronto, Ontario M5S 1P7.

Awards to four outstanding Canadian home economists were announced at the 1974 convention of the Canadian Home Economics Association in Vancouver in July. The first three are awards for postgraduate study and are based on academic and professional qualifications, while the Honour Award recognizes outstanding contribution to the association.

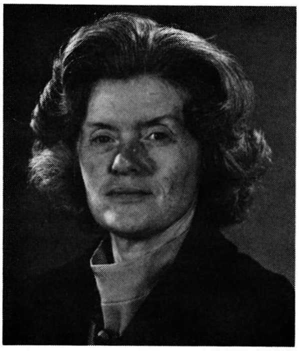
Honour Award

SALLY HENRY. An honourary life membership in the Association is given to a member in recognition of an outstanding contribution to the Association and to the Home Economics profession over a period of years. Miss Sally Henry, Director of the Home Service Bureau, Maple Leaf Mills, Ltd. was named the 1974 Honour Award winner. A graduate from the University of Toronto, with dietetic internship from John Hopkins Hospital, Baltimore, Maryland, Miss Henry worked as hospital dietitian and later as home economist in business. She was president of the Association from 1968-1970. Sally Henry has contributed her tremendous energy and knowledge to many concerns of the profession. She is presently chairman of a committee on C.H.E.A. Structure and an active member of the C.H.E.A.'s Metric Conversion Committee. In 1965-66, she was co-editor of the Laura Secord Cook book, a project of H.E.I.B.'s, the proceeds of which have, to date, realized over $30,000 for the Scholarship Fund.

Mary A. Clarke Memorial Award

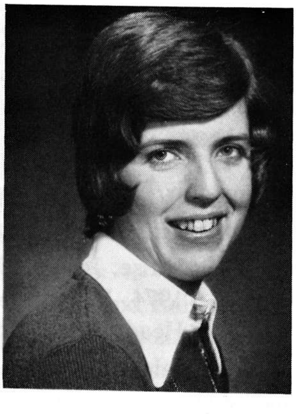
NELMA FETTERMAN, Edmonton, is winner of the award established by C.H.E.A. to perpetuate the memory of Mary A. Clarke, former president of the association. Miss Fetterman holds a teaching certificate from the Manitoba Normal School, a B.Ed. (Home Economics) degree from the University of Alberta and M.A. from Michigan State University. She is a member of the staff of the School of Household Economics, University of Alberta. She is beginning a Ph.D. program in the field of Clothing Studies at Ohio State University.

Silver Jubilee Award



WANDA YOUNG. The winner of this award is Miss Wanda Young of Saskatoon. A staff member of the College of Home Economics, University of Saskatchewan, and former president of the Canadian Home Economics Association. Miss Young holds bachelor's degrees in Home Economics and Education from the Universities of Saskatchewan and Alberta and an M.A. from Columbia University. She is beginning a doctoral program in the fields of Communication and Education at Michigan State University. Wanda Young, winner of this award has been elected as Senior Vice-President of the International Federation of Home Economics.

The Carnation Company Incentive Award



MARY BUTLER BUSH is winner of the award contributed by the Carnation Company Limited to a home economist working for an advanced degree in the field of foods and nutrition. Mary Bush received her bachelor's degree with a major in Human Nutrition from the University of Guelph in 1970. Following graduation, she worked for the Health Protection Branch, Health and Welfare Canada. She is studying for her Master's degree in Nutrition at the University of Guelph. She has held several offices in the Ottawa Home Economics Association and is currently chairman of the Foods and Nutrition Committee of the Canadian Home Economics Association.

BOOKS

TOWARD BETTER TEACHING OF HOME ECONOMICS

by Henrietta Fleck
Macmillan Publishing Company, 1974 — 470 pages

This new book by Henrietta Flack, the former chairman of the Home Economics Department of New York University, is actually a revised edition of her 1968 book. It is written as a "how-to" guide for learning to teach Home Economics. The text is directed both towards the experienced and the inexperienced teacher. It should be useful to both.

The chapter titles range from the broad concepts of, "Home Economics in Contemporary Life", "The Home Economics Student", and "The Home Economics Teacher" to quite specific areas such as, "Teaching Methods and Technique", "Group Processes", and "Technological Resources". She concludes her book by dealing with the topics "Education for Work" and "Public Relations".

Each chapter is a complete unit, and may be studied without having read previous ones. At the conclusion of each chapter, the section sub-titled "Suggestions for Further Learning" lists specific ways to make use of the information given or to proceed to further study.

The sections covering the use of such teaching tools as closed circuit TV, slides and other resources are very clearly presented. For example, the details regarding the preparation of transparencies are given in this manner: firstly, the general outline, secondly — a list of materials needed, and lastly — the step-by-step procedure for completing and using the transparencies.

The subject matter covered also includes the needs for the 70's. Changing family life-styles, computer-assisted instruction and ethnicity of students are all discussed.

The book is logically presented and easy to read. An excellent index makes it a valuable reference book for any teacher or teacher-to-be. The many and varied suggestions for further study in each specific area provide an extra bonus.

Ann Crawford
Toronto Home Economics Association

NUTRITIVE VALUE OF TRITICALE PROTEIN (and the proteins of wheat and rye)

Hulse, Joseph H. and Evangeline M. Laing
1974, International Development Research Center
Head Office, Box 8500, Ottawa, Canada K1G 3M9

Triticale is a man made cereal grain, a cross between wheat and rye. Though it has existed as an academic curiosity since its presence in a report to the botanical Society of Edinburgh in 1875, it has in more recent years been the object of much

study at the International Maize and Wheat Improvement Center (C.I.M.M.Y.T.), Mexico and the University of Manitoba. The cooperative research between these two centers eventually developed into the Triticale Project which is supported by the International Development Research Center and the Canadian International Development Agency.

When compared to eugenics, plant breeding is relatively unencumbered by ethical considerations. Except for reservations expressed concerning the genetic uniformity of plants (specifically crops) in our rapidly industrializing world, plant geneticists have been lauded for the successes of the Green Revolution. The potential, in the case of triticale is that the hybrid will contain the environmental adaptability and higher lysine content of rye, and the technological and gustatory attractiveness of wheat.

A less tangible but equally significant union has resulted from the Green Revolution — it is the close working relationship between plant scientist and nutritional biochemist — the meeting of agriculture and nutrition.

While the implications of triticale could be studied by an anthropologist, historian or philosopher, the publication *Nutritive Value of Triticale Protein* is clearly a resource for the very specialized researcher. The scope of the test includes the following:

—the nutritional evaluation of protein

—the influence of genetic, varietal, environmental, and agronomic factors on the biological value of the protein of triticale and its parents

—the toxic substances and nutritional inhibitors naturally present and acquired in wheat, rye and triticale

—the effect of processing (milling, baking and other) and supplementation with other protein on the biological value of wheat, rye, and to some degree, triticale

—an extensive list of references.

While this most comprehensive study will require specialized readership, the impact of such research will undoubtedly reach us all. In the words of Radhakrishnan quoted by Hulse and Laing in their concluding remarks on the Triticale Project, "We can take a hand in shaping the future of things."

Jennifer Welsh,
Home Economics Department,
Ryerson Polytechnical Institute,
Toronto, Ontario

INTRODUCTORY TEXTILE SCIENCE (Second Edition)

Marjory L. Joseph
Holt, Rinehart and Winston, Inc., Toronto, 1972

This textbook, designed to introduce the subject of Textiles to University students, is a comprehensive review of textile fibers, yarns, fabrics, and finishes. It also deals with fabric geometry, fabric properties, textile legislation and standards, and fabric testing.

Fiber theory and fiber identification techniques introduce the treatment of textile fibers. Subsequently Joseph presents each of the major natural and synthetic

fibers, describing chemical structure, origin, historical development, growth or manufacture and production, processing and properties. Fiber chemistry is minimized. Recent fibers and fiber modifications such as metallic alloys, anidex, Nomex, and Arnel Plus are included. Numerous figures and illustrations clarify the discussion.

A survey of most processes and construction techniques for yarn and fabric manufacture follows the section on fibers. Useful information on current techniques such as split film yarn production and yarn texturing is included. The chapter on knit fabrics has been expanded to reflect the importance of knits in the market place. Good illustrations and a glossary of fabric names complement the material. However lack of depth in some areas limits the usefulness of the text for university students.

Joseph discusses fabric finishes and colour application with almost no reference to the chemistry involved. The text does provide a brief but satisfactory review of the presently available finishes and their functions.

Treatment of fabric properties and fabric testings is very brief though most of the major principles are presented. The legislation and standards referred to are American and thus need to be supplemented with Canadian legislation information for use in Canadian universities.

As an introductory textbook, this book successfully touches upon most facets of the vast field of textiles. Use of the Bibliography would be necessary at the university level to provide any depth of knowledge. An attractive format and valuable illustrations contribute to the interest and appeal of the second edition.

Reviewed by:
Carol E. Gillies, B.H.Ec., M.Sc.
Toronto

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Satenig S. St. Marie
John Wiley & Sons Inc., Rexdale, Ontario

Many books have been written on the subject of housing and interior design. Most have dealt with the topic in a "how-to" approach and have found an eager audience, ever-anxious to learn more about making the homes they live in more beautiful. Satenig S. St. Marie approaches the subject quite differently. In her book, *Homes are for People*, she explores the psychological, sociological, and philosophical needs of people and the importance of the home environment in satisfying these. The author believes that the home has the potential to support human life in a meaningful way because it influences the development and behavior of individuals and families and improves their quality of life. But rather than plan a home around stereotyped cliches and rules, the author feels that an understanding of human needs and behavior coupled with practical guidelines will enable the creativity each person possesses to be used to create a home suited to the individual.

The standard topics of home design are dealt with but always from the psychological standpoint. The author has filled her book with excellent illustrations and photographs, asks many meaningful questions for personal consideration and

never dictates specific do's and don'ts to her readers. The book if full of choices — the ultimate of which is always the readers.

Reviewed by
Diane M. McKenzie
Home Economist
Edmonton

HOME PLANNING AND DESIGN

C.H. Jensen
Canadian Technical Publications
Whitby, Ontario

A teacher with more than twenty years of experience in mechanical, architectural, and electrical drafting, C.H. Jensen has collected a significant amount of information from leading sources in the field of home planning and design. He has organized his book into five logical units and filled each chapter with excellent photographs and illustrations. The latter are indispensable to education in this subject. The topic of housing and design is covered very adequately although specific areas are often treated briefly.

This book is particularly useful as a textbook for Home Economics classes or as a basic reference book. Each chapter is followed by an assignment section and worksheets are available for use with the text. Because experts contribute so heavily to this book, the credits provide an excellent reference file for the teacher, too.

In inflationary times the chapter dealing with money management and finances becomes dated quickly but others appear very current and useful. This is an up-to-date book filled with illustrations and one to be recommended.

Reviewed by
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FAMILY LIVING AND SEX EDUCATION A Guide for Parents and Youth Leaders Second Edition

by: S.R. Laycock with Foreword by Mrs. Kay Crowe
1974, 150 p.p., $2.50

Published by the Canadian Health Education Specialists Society in 1967, this first Canadian book on the subject of family life in sex education was written to meet the needs of parents and youth workers. Experience since that time indicates that the book served not only as a valuable reference but also as a textbook for classroom teachers, guidance counsellors, health workers, clergymen, and social workers, who, in their daily work, are confronted with questions related to family living and sex education.

While the Second Edition contains the original unabridged text by the late Dr. S.R. Laycock, a completely new *Foreword* has been written by noted Canadian family life educator, Mrs. Kay Crowe, of Montreal. To make this book as practical as it was when it first appeared, this new addition reviews developments and trends in family

living and sex education which have occurred on the Canadian scene since the time the book was first published.

Sex education is viewed as an important part of the education in and for family living and as one aspect of education for human relations in general. The chapters on the education of the preschool and the elementary school child and the adolescent reflect this point of view.

Responsible sexual behaviour is viewed as the result of: (1) child-rearing practices which give the child feelings of security and adequacy; (2) an understanding, not only of the physiological facts of reproduction, but also of the part played by the psychological needs in determining sexual behaviour; and (3) the development in the child and adolescent of the principles of non-exploitation of others, respect for other individuals, and continuing concern for the welfare of others and society.

The author believes that pre-adolescence is the appropriate time to teach children the physiological facts of sex and this information is given in some detail. Chapters on adolescence include discussions on premarital sex and preparation for marriage.

A NEW PERSPECTIVE ON THE HEALTH OF CANADIANS — a working document

Canadians traditionally rely upon the personal health care provided by hospitals, doctors, nurses and other health professionals to protect them from diseases and death. While the importance of such personal health care is beyond question, Canadians should be aware of how they themselves could help safeguard and improve their own health by acquiring a greater knowledge of the human body and by determining how their own chosen lifestyle and the environment they are exposed to affect both physical and mental well-being.

The approach suggested in the Working Paper is to identify "high risk" segments of the Canadian population and to devise programs aimed at reducing these risks. By identifying the underlying causes, the health of hundreds of thousands of individuals can be safeguarded before disease is sufficiently far advanced as to require expensive medical care. It is proposed, therefore, to divide the broad field of health into four basic elements: Human biology, Environment, Lifestyle and Health care organization.

To implement this concept, the Working Paper proposes five strategies to help raise the level of health for all Canadians: Health Promotion, Regulatory, Research, Health Care Efficiency and Goal-Setting.

It is hoped that the Working Paper will develop a high level of general public awareness of its objectives and will generate informed discussions among all Canadians.

Write for your free copy to:

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Health & Welfare Canada
Brooke Claxton Building
Ottawa, Ontario
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SEAMING OF LIGHTWEIGHT KNITS

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ABSTRACT

The study compares the general appearance, breaking strength and extensibility of four types of seams, a lockstitch, a lockstitch seamed with the fabric stretched, a zigzag lockstitch and a triple lockstitch in a single weft, double and warp knits, at varying stitch lengths, in both the wale and course directions.

The results show that appearance, breaking strength and extensibility at break of seams in these lightweight knits are all a function of the amount of thread in the seam and the knit's structure, especially its extensibility.

RESUME

Cette étude compare l'apparence générale, la force de déchirement et l'allongement de quatre types de couture: le point de piqûre simple sur étoffe étirée et non étirée, le point zigzag, et le point de piqûre triple dans des tricots-cueillis simples et des tricots-chaîne doubles. Ces coutures ont été expérimentées à diverses longueurs de points en chîne et en trame des étoffes.

Les résultats démontrent que les trois variables étudiées dans des tricots légers sont toutes en fonction de la quantité de fil utilisé dans la couture et de la structure du tricot; ceci est plus spécialement démontré par la mesure d'allongement des coutures.

INTRODUCTION

For the past few years, the variety and volume of knits in retail stores have been steadily increasing. Numerous and conflicting techniques for seaming these knits have accompanied this influx of knitted goods onto the consumer market. A search of the literature has revealed vast quantities of unsubstantiated technical information on methods of sewing knits, but very little documented research to support them.

Thus, because of the importance of sewing acceptable and serviceable seams in knits, and the limited amount of research on this subject, the present work was carried out to compare and evaluate the general appearance, breaking strength and extensibility of various kinds of seams in lightweight knits. Ashley had carried out a somewhat similar type of study on a polyester Ponte de Roma double knit. She seamed this fabric with three types of stitches, a narrow zigzag, an elastic straight stitch, and a lockstitch performed while stretching the fabric, at three stitch lengths, 9, 12 and 15 stitches per inch (spi) parallel to the wales and the

courses. She found that the elastic straight stitch and the lockstitch while stretching the fabric were stronger and more extensible than the zigzag stitch. Further, the decrements in stitch length increased the seam extensibility and strength. Seams stitched parallel to the courses were stronger and more extensible at break than the seams stitched parallel to the wales.

In their study on lockstitch seams in a double knit jersey, Dorkin and Chamberlain also found that increasing the stitch length increases seam extensibility, and prevents "seam cracking". Seam cracking occurs when the sewing thread in the seam breaks before the fabric itself is fully extended. They show mathematically that the greater part of the total extension of a balanced seam comes from the straightening of the seam in the fabric, this extension being directly proportional to the numer of stitches per inch and to "fabric properties such as thickness and compressibility". The remainder of the seam extension comes from that of the sewing thread itself.

METHOD

1. Sewing Material and Equipment Used.

The pertinent specifications of the three types of lightweight synthetic knit fabrics seamed are given in Table 1. The domestic sewing machines used were the Singer Zigzag and Stretch, Model 717, and the Pfaff 1196.

2. Standard Sewing Conditions.

These conditions were selected as be-being representative of those recommended in the technical literature.

Table 1

FABRIC SPECIFICATIONS

Fabric[1]	Fibre Content	Yarn Type	Wales per mm[2]	Courses per mm[2]	Weight g/m[3]	Thickness mm[4]	% Extensibility[5] wales	% Extensibility[5] courses
Single weft knit jersey	100% nylon	bulked	1.36	2.04	130	0.65	73	102
Interlock weft doubleknit	100% polyester	continuous filament	1.72	2.00	128	0.47	10	42
Two-bar tricot warp knit	100% nylon	continuous filament	1.60	2.04	61	0.22	16	49

1. As defined by Hollen and Saddler.
2. Canadian Standard Textile Test Method, 4-GP-2, Number 7.
3. Canadian Standard Textile Test Method, 4-GP-2, Number 5A.
4. Canadian Standard Textile Test Method, 4-GP-2, Number 37 (227 g.).
5. Extension of 5 x 10 cm specimen, expressed as a percentage of the original unstressed length, by a static load of 470g after 5 minutes.

1 In the Singer, the thread was pulled through its guides from a full bobbin, set in its fixed bobbin case, across the centre of the bobbin with a fine spring which had been previously calibrated to obtain its lengh-force curve. The length to which the spring was stretched to allow the thread to run freely out of the bobbin was measured and converted to grams force or thread tension.

The bobbin thread tension in the Pfaff was measured by attaching weights to the removable bobbin case containing a full bobbin, until it just ran down the thread. The resultant weight of the whole assembly gave its bobbin thread tension.

Sewing Thread — white staple spun polyester, 16% extension, per Table 1, footnote 5.

Needle — No. 11, ballpoint.

Bobbin Thread Tension[1] — 7g. in the Singer and 21g. in the Pfaff.

Upper Thread Tension — adjusted to give visually balanced seams in each of the test knits.

Presser Foot Pressure — the minimum possible in both machines.

Machine Speed — slow on the Singer, and a similar speed on the Pfaff.

Presser Foot and Throatplate — as recommended in the respective sewing machine manuals.

3. Sewing Machine Variables.

Sewing Thread — white staple spun polyester, 16% extension, per Table 1, footnote 5.

Needle — No. 11, ballpoint.

Bobbin Thread Tension[1] — 7g. in

Four types of seams were used — the straight lockstitch, the stretch lockstitch (a straight lockstitch performed while stretching the fabric as it passed through the sewing machine) and a zigzag lockstitch, all sewn on the Singer, and the triple lockstitch on the Pfaff. This stitch consists of one lockstitch forward, one backwards, and one forward again to give a triple lockstitch per stitch length.

The straight, the stretch and the zigzag lockstitch seams were sewn at 0.40, 0.56 and 0.72 stitches per mm (spm) (10, 14 and 18 spi) as measured by stitching a seam into foolscap paper and counting the number of stitches per inch at intervals along the seam. The zigzag width was 1.5 mm from zig to zag, as measured at right angles to the seam line stitched into foolscap.

4. Seam Appearance.

It was hoped to evaluate the seam appearance of the specimen by an adapted version of AATCC Test Method 88B-1969, Appearance of Seams in Wash-and-Wear Items After Home Laundering. However, extensive preliminary seaming trials showed that it was impossible to establish one distinct set of five standard specimens for all the knits, or even for each type of knit. Therefore, the method adopted for seam evaluation was to allow the specimens to relax on a flat surface for 24 hours after seaming. Two unbiased observers then ranked all the seams "in situ" from best to worst, and arbitrarily divided the seams into two groups. The first group was considered acceptable or "wearable", with little or no seam distortion. The second group was classified as unacceptable or "unwearable" with moderate to severe puckering or buckling.

5. Seaming Trials.

For each seaming test, two strips of fabric were cut, 5 cm. wide and 15 cm. long, superimposed with right sides together, and seamed along the centre line. Five such specimens, cut at random with the length parallel to the wales, and five similar specimens cut parallel to the courses, were prepared for each type of knit, stitch and stitch length. In this preliminary trial, the seams which rated unacceptable in puckered, but not buckled appearance, were discarded. The reasons for this will be discussed in the results. A second set of samples, pinned at 25 mm intervals along the specimen at right angles to the seaming line, were stitched to replace the unacceptable seams. These seams were rated, and those with an unacceptable rating were pressed with a dry iron on nylon setting. These seam specimens were left to relax for 48 hours before a second rating and further tests.

6. Seam Strength and Extensibility.

The breaking load and extension at break of the first thread in a 10 cm. seam was recorded by a Scott Tensile Tester, Model J, having a constant rate of extension of 90 cm./min.

RESULTS AND DISCUSSION

The following abbreviations will be used:

10 - 0.40 spm, straight lockstitch
14 - 0.56 spm, straight lockstitch
18 - 0.72 spm, straight lockstitch
10Z - 0.40 spm, zigzag lockstitch
14zz - 0.56 spm, zigzag lockstitch
18Z - 0.72 spm, zigzag lockstitch
10S - 0.40 spm, stretch lockstitch
14S - 0.56 spm, stretch lockstitch
18S - 0.72 spm, stretch lockstitch
T - triple lockstitch
11 wales - specimens seamed parallel to the wales
11 courses - specimens seamed parallel to the courses.

1. Seam Appearance.

The seams which rated unacceptable are given in Table 2.

It is accepted that seam distortion in woven fabrics can be caused by (a) differential feed, when the lower fabric passes through the sewing machine at a faster rate than the upper fabric due to the relative differences in frictional forces between the feed dogs and the lower fabric, between the upper and lower fabric, and between the upper fabric and the presser foot to give seam puckering, and (b) structural jamming, when the fabric cannot accommodate the additional thickness of the sewing thread in its structure, thus extending the fabric along the seam line, but not on either side of it. Consequently, the increased length of the seam line is made to conform to the fabric on either side by puckering or buckling.

The results of this study show that these causes for woven seam distortion are also applicable to knits.

When the seams were stitched without pinning, puckering was attributed to differential feed, since the upper fabric in the majority of the specimens lay shortened and rippled on top of the flat lower fabric. However, pinning the specimens before seaming did little to improve the overall appearance.

When the seams were stitched parallel to the wales in the double knit without pinning, the parallel ribs of this knit seemed to key together to give a "train on a track" effect, allowing one layer to

Table 2

SEAMS RATED UNACCEPTABLE

	Seamed without Pinning	Seamed with Pinning	After Pressing
Single Knit			
11 Wales	14S, 18S (buckled)	—	18S (buckled)
11 Courses	18, T, 10S, 14S 18S (buckled)	—	14S, 18S (buckled)
Doubleknit			
11 Wales	all (puckered)	all but 10Z (puckered)	none
11 Courses	T (buckled)	—	none
Warp Knit			
11 Wales	all but 10S, 14S, 18S (puckered)	as without pinning	none
11 Courses	10Z, 14Z, 18Z, T (puckered)	14Z, T (puckered)	none

slide easily over the other. In contrast, when similar seams were stitched parallel to the courses, the parallel ribs, now at right angles to the seam, appeared to lock the two layers of fabric together to allow no differential feed, and thus no seam distortion. However pinning in the warp direction of the double knit did not prevent the puckering, except for the 10Z seam. It could be argued that the zig and then the zag motion of this stitch formation would add sufficient horizontal force to balance the longitudinal slippage of the fabric layers. It seemed more probable that puckering was caused by a combination of some differential feed still occurring between the pins and some structural jamming in this relatively inextensible and tight structure.

Because the stretch lockstitch seams, which allowed very little differential movement of the two fabric layers during stitching, did not pucker the warp knit in the wales direction, differential feed must have produced seam deformation in the remaining specimens. The finely ribbed surface structure of the warp knit was similar to, but less pronounced than that of the double knit; but it was still sufficient to cause lengthwise slippage to occur when seaming parallel to the wales.

In the course direction of the warp knit, the puckering of the zigzag stitches was caused by the force of the stitch formation. With the low pressure exerted on the fabric by the presser foot, the upper fabric would slip to the right when a zig stitch was made, and to the left when a zag stitch was completed. Pinning reduced this amount of fabric movement.

Structural jamming occurred in the triple stitch seams of the double knit and in the unacceptable seams of the single knit. This deformation in the double knit would indicate that there was insufficient room to accommodate the six threads per needle insertion of the triple stitch. The same phenomenon happened with the single knit. Its high extensibility will allow significant stretching of the fabric during seaming, either by the machine feed mechanism or by intent. When this stretching occurs, the number of stitches per inch, on relaxation of the knit, will be increased in proportion to the amount the fabric was stretched. The results show that this happened in seaming in the highly extensible course direction, with 10S, 14S and 18S, and at the higher stitch densities of 14S and 18S in the less extensible wale direction.

The structure of the knit determines whether the structural jamming causes buckling or puckering. In the two weft knits, seaming in the course direction occurs more or less along the same yarn, causing it to be permanently held in its extended state by the sewing threads to give buckling. Conversely, seaming in both directions of the warp knit and the wale direction of the weft knits is across, rather than along, individual yarns. These continuous filament yarns in the double and warp knits are sufficiently rigid to make the seam contract, the extensible bulked yarns in the single knit are not.

Finally, this study shows that seam puckering caused by either differential feed or structural jamming can be removed by pressing; buckling, caused by excessive thread jamming, cannot.

2. Extensibility.

Tables 3a, b and c show the average percent elongation at break for the five specimens tested for each seam type and stitch length. The seams for 18S and T in both directions of the single knit had not broken when extended 200%, at the limit of the recording capacity of the

Table 3a

SINGLE KNIT — AVERAGE PERCENT EXTENSION AT BREAK

	11 wales			11 courses		
	10	14	18	10	14	18
Lockstitch	129[2]	107[1]	127[2]	141[2]	119[1]	146[1]
Zigzag	130[3]	121[3]	199[6]	140[2]	120[1]	196[3]
Stretch	174[3]	166[4]	+200	186[3]	194[3]	+200
Triple			+200			+200
Overall mean		144			156	

Table 3b

DOUBLE KNIT — AVERAGE PERCENT EXTENSION AT BREAK

	11 wales			11 courses		
	10	14	18	10	14	18
Lockstitch	67[2]	54[2]	56[1]	89[1]	77[1]	135[3]
Zigzag	67[2]	70[3]	107[6]	91[1]	93[1]	148[3]
Stretch	85[3]	73[3]	83[4]	138[2]	115[2]	153[3]
Triple			150[6]			146[3]
Overall mean		81			63	

Table 3c

WARP KNIT — AVERAGE PERCENT EXTENSION AT BREAK

	11 wales			11 courses		
	10	14	18	10	14	18
Lockstitch	49[1]	45[1]	55[1]	56[1]	51[1]	53[1]
Zigzag	56[1]	49[1]	77[2]	59[2]	71[3]	89[3]
Stretch	62[2]	64[2]	70[2]	92[4]	98[5]	91[4]
Triple			105[6]			110[5]
Overall mean		63			77	

For either the wale or course direction,

(1) no significant difference at 0.01% level within this group or with 2.

(2) no significant difference at 0.01% level within this group or with 1 or 3 but a significant difference with 4, 5, 6.

(3) no significant difference at 0.01% level within this group, or with 3 or 4, but a significant difference with 1, 5, 6.

(4) no significant difference at 0.01% level within this group, or with 3 or 4, but a significant difference with 1, 2, 6.

(5) no significant difference at 0.01% level within this group or with 4, but a significant difference with 1, 2, 3 and 6.

(6) significant difference at 0.01% level between this group and all others.

tensile tester used. The overall mean and t-tests were calculated excluding these results. The t-test was used to check the significant difference at the 0.01% level among stitch types or each direction of each knit. There was no significant difference within the groups a, b, c, d, or e, but there was a significant difference between the groups as noted in the footnote to the tables.

The results generally show that for all three knits, seam type rather than stitch length determines the amount a seam extends before breaking. The triple stitch is the most extensible, 18Z and 18S, next then 10S and 14S, followed by 10Z and 14Z, with the straight lockstitch seams being the least extensible. This is consistent with Ashley's results. These results do differ from those of Ashley and Dorkin and Chamberlain, in that no or very little significant difference has been found among the extension at break of the three stitch lengths for any stitch type. The much finer knits used in this study may account for this apparent discrepancy. Since all three knits are either extremely thin or compressible, the majority of the thread in each stitch lies on the surface of the fabric rather than in the thickness of the fabric. Thus for all practical purposes, the amount of thread in a unit length of seam is the same for each stitch type. Therefore the extension at break with these lightweight knits is only significantly increased by dramatically increasing the amount of thread in the seam. The triple stitch has three times the length of thread per stitch of the lockstitch, logically making it the most extensible. Stretching the knit during seaming increased the actual number of stitches per mm and the amount of thread in each stitch, to give additional thread available for extension. The thread length in a zigzag stitch will be longer than that in a straight lockstitch by the amount that a hypotenuse is longer than an opposite side of a right angle triangle.

Excluding the stretch lockstitches, which would bias the results, a positive correlation ($r = +0.89$) was found between the extensibility of the knits under the 470g static load (as given in Table 1) and the overall mean percent elongation at break of each seam type. Therefore the knits must be extended

Table 4

COMPARISON OF STITCH LENGTHS
AS MEASURED IN PAPER AND FABRIC SEAMS

	Stitch Length (spm)									
	Lockstitch			Zigzag			Stretch			Triple
As measured in paper	0.40	0.56	0.72	0.40	0.56	0.72	0.40	0.56	0.72	0.55
As measured in:										
Single Knit										
11 Wales (73%)[1]	0.50	0.70	1.00	0.47	0.65	0.80	0.66	0.80	1.10	0.80
11 Courses (102%)[1]	0.55	0.75	1.05	0.50	0.70	0.85	0.75	0.90	1.20	0.80
Double Knit										
11 Wales (10%)[1]	0.45	0.55	0.75	0.40	0.60	0.70	0.50	0.64	0.80	0.60
11 Courses (42%)[1]	0.45	0.66	0.80	0.45	0.60	0.80	0.58	0.69	0.94	0.60
Warp Knit										
11 Wales (16%)[1]	0.40	0.55	0.75	0.40	0.55	0.80	0.50	0.70	0.85	0.57
11 Courses (49%)[1]	0.40	0.55	0.75	0.40	0.60	0.80	0.60	0.75	0.90	0.60

(1) Extensibility under a 470 g. static load.

somewhat by the combined force of the presser foot and the feed dogs during seaming, in proportion to their extensibility. This is supported by the results in Table 4 which compares the actual sewn stitch lengths of the various types of seams. It shows that, in general, for each stitch type, the stitch density increases with the extensibility of the knit.

3. Breaking Strength.

The breaking strength of the seams for all knits in Table 4 is given in a similar manner to the results of percent extension at break. They fall into approximately the same order and general categories of stitch type as the percent extension at break results. The exception is in the double knit, seamed parallel to the courses where the zigzag

Table 5a

SINGLE KNIT — AVERAGE BREAKING STRENGTH (g.)

	11 wales			11 courses		
	10	14	18	10	14	18
Lockstitch	5.6[2]	5.1[2]	4.2[1]	2.8[1]	2.2[1]	2.6[1]
Zigzag	5.7[3]	4.4[2]	7.9[4]	2.8[1]	2.3[1]	2.9[1]
Stretch	6.7[4]	6.6[3]	—	2.8[1]	3.2[1]	—
Triple			—			—
Overall mean		5.7			2.7	

Table 5b

DOUBLE KNIT — AVERAGE BREAKING STRENGTH (g.)

	11 wales			11 courses		
	10	14	18	10	14	18
Lockstitch	10.5[2]	9.0[2]	8.3[1]	5.4[3]	4.3[2]	6.1[4]
Zigzag	11.0[3]	14.9[3]	27.0[5]	3.9[1]	3.8[1]	4.7[2]
Stretch	21.1[4]	13.4[3]	19.9[4]	6.6[4]	6.3[4]	7.1[4]
Triple			73.4[6]			7.9[5]
Overall mean		20.9			5.6	

Table 5c

WARP KNIT — AVERAGE BREAKING STRENGTH (g.)

	11 wales			11 courses		
	10	14	18	10	14	18
Lockstitch	18.4[1]	12.3[1]	30.0[2]	5.4[3]	3.3[1]	3.5[1]
Zigzag	23.3[1]	19.8[1]	58.6[5]	4.4[3]	3.9[2]	5.4[3]
Stretch	47.7[3]	41.4[3]	44.0[3]	6.1[4]	5.9[4]	5.9[4]
Triple			64.2[5]			8.1[5]
Overall mean		29.4			5.2	

stiches are weaker than the lockstitch. The triple stitch, having three times the amount of thread in it of a straight lockstitch, is the strongest seam. The stretch lockstitch seams are next in strength, since these seams must be first stretched with force equivalent to that exerted during stitching before the threads in the seam start to straighten. When the zigzag seams are extending, additional force is required to 'zigzag' the fabric to allow the threads to straighten. The lockstitch is generally the weakest seam of the four, where very little straightening of the thread in the seam is required.

Contrary to Ashley's results, increasing the stitch length on these very fine fabrics had very little or no effect on increasing seam strength. Also the breaking strength of the seams in the wale direction were significantly stronger than that in the course direction.

A negative correlation ($r = -0.71$) was found between the grand means of the breaking strength and grand means of the extension at break. It can be argued that the force required to break a seam of a highly extensible knit, and thus a highly extensible seam, is primarily a function of the stress-strain characteristics of the sewing thread. This confirmed by the fact that there was no significant difference in the breaking strength which were measured among any of the seams stitched parallel to the courses in the single knit. Conversely, the force needed to break a seam in a more rigid knit is a function of the stress-strain characteristics of both the knit and the sewing thread, especially if the extensibility of the knit approximates that of the sewing thread. This is exemplified by the high breaking strengths in the wale direction of the double and warp knits, both of which have extensions equal to or less than that of the sewing thread as calculated under the static load.

CONCLUSIONS

This study has shown that appearance, breaking strength and extensibility at break of seams in the lightweight knits studied, are all a function of the amount of thread in the seam in particular, and in general of the knit's structure, especially its extensibility.

However until further work is carried out to determine how much a seam must actually extend and how great are the forces applied for this extension in putting on and wearing a lightweight knit garment, no practical assessment can be made to determine the best seam type, based on experimental values of percent extension and strength at break.

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Dr. Mabel Patrick

Photo
courtesy University of Alberta Publications Office

Dr. Mabel Patrick, former director and founder of the School of Household Economics passed away May 27th, 1974 in Victoria, B.C. where she had been living for the past two years. She leaves her brother George C. Patrick of Saskatoon and her sister, Mrs. I.M. Fraser of Victoria. She will be remembered respectfully and fondly by hundreds of her former students and home economists upon whose life she has had a profound influence.

Dr. Patrick was born at Saltcoats, Saskatchewan, on January 5, 1891. She attended school in Yorkton, furthered her education at the Ontario Ladies' College at Witby, went on to Havergal College in Toronto and the University of Toronto where she received her B.A. in 1915. She received her M.A. from Columbia in 1922.

Her career took her to the University of Manitoba where she instructed for three years before establishing the Department of Household Economics at the University of Alberta. She served as director until her retirement in 1956 at which time the Edmonton Home Economics Association held a testimonial dinner for her. Former students came from far and near to pay her tribute.

Dr. Patrick was an active member of the AHEA, ADA, ARDA, CDA, CHEA, CFUW, EHEA, CAC and Kappa Kappa Gamma. She was a charter member of several and president of most of these organizations. She was a staunch supporter of CAC Local Council of Women and her church. Through the years Dr. Patrick devoted her life to working for the betterment of her profession and our professional associations.

Dr. Patrick earned many honours during her lifetime. The Alberta Home Economics Association established a scholarship in her name in 1954. In 1960 she was the recipient of the first CHEA Honour Award for outstanding contribution to the profession; in 1965 with Dr. Patrick's dream was realized with the opening of the new Household Economics Building, the University of Alberta bestowed on her an honourary L.Ld.; and in 1967 the Canadian government presented her with a Centennial Medal in recognition of valuable service to the nation. She was also an Honourary Life Member of the Edmonton, Alberta and Canadian Home Economics Associations and Honourary President of the Canadian Dietetic Association.

Those wishing to remember Dr. Patrick may make a contribution in her memory by sending a cheque made out to the University of Alberta for the Mable Patrick Scholarship Fund.

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